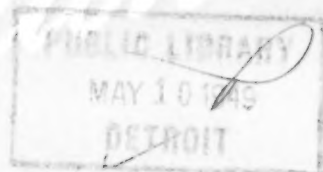




The

# Manufacturer Confectioner



PIONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



How Candy Sells in the U.S.  
Marketing Charts Show Area  
Output-Consumption Ratios.

How Corn Syrup Color Plays  
An Important Role in the  
Production of Confections.

How Management Is Cutting  
Costs, Boosting Sales with New,  
Improved Candy Packages.

**MAY**  
**1949**

A WORLD OF DIFFERENCE



cosmo flavors

TRY COSMO FLAVOR 67 GRAPE



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ATLANTA • BOSTON • CHICAGO • CINCINNATI • DALLAS • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • VANILLA • FLAVOR BASES

# PEERLESS CONTINUOUS PLASTIC MACHINE

## LARGE CONTINUOUS PRODUCTION

490-980 Pieces per minute (Depending upon die size)

## NEW STRIP-PROOF SIZER ROLLERS

## ONLY TWO ADJUSTMENTS NECESSARY ON UNIT FOR CONTINUOUS PRODUCTION

Adjustment on Sizer Rollers

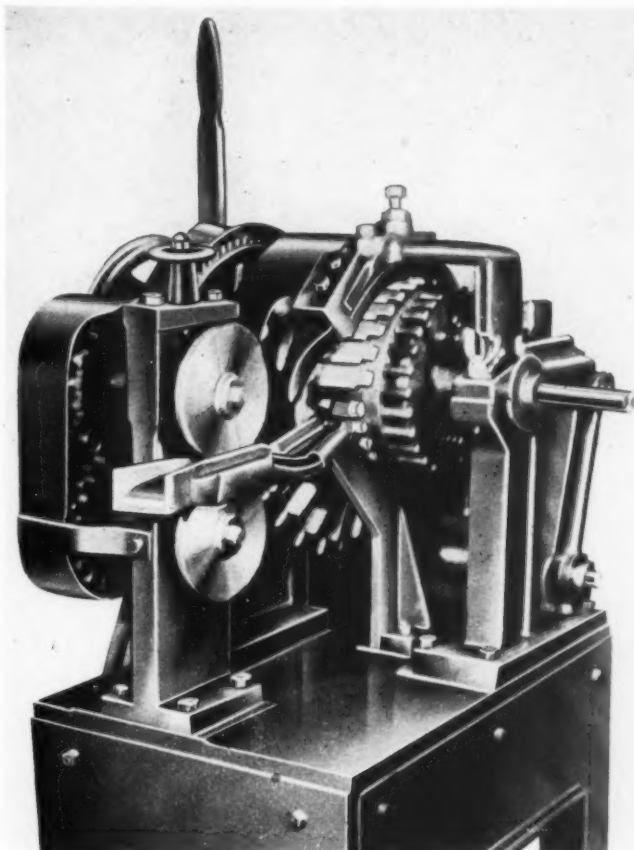
Adjustment on Die for controlling width of candy

## DIE CAN BE REMOVED, CLEANED, REPLACED, BY ONE MAN IN LESS THAN TWO MINUTES

## DIE CAN BE MADE IN A VARIETY OF DESIGNS

## SMALL POWER CONSUMPTION

## WIDELY USED THROUGHOUT THE INDUSTRY



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**MOTOR:** 1/2 H.P. Gearhead Motor

ALL EQUIPMENT  
WILL BE DISPLAYED  
AT OUR EXHIBIT  
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JUNE 6—9  
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24 & 25

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- PEERLESS CHOCOLATE WRAPPING MACHINES
- CHAINS FOR GABEL MACHINES

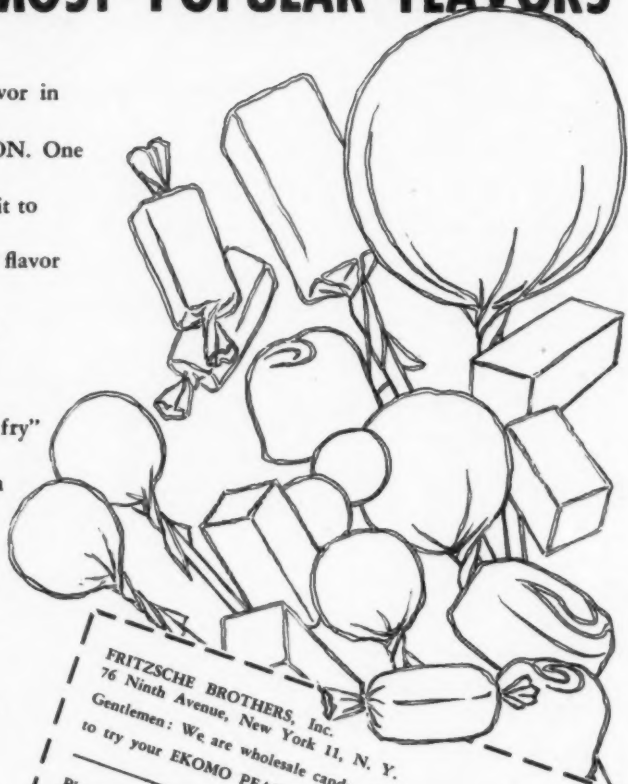
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**CONFECTIONERY EQUIPMENT CO.**

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# PEACH

## ONE OF THE YEAR'S MOST POPULAR FLAVORS

*F*EW FLAVORS have attained such high favor in so short a time as EKOMO PEACH IMITATION. One by one, the candy manufacturers who have added it to their line have discovered that this little-exploited flavor packs a real sales-producing wallop. It makes the most delicious, mouth-watering hard candies—peach flavored lollies go over big with the "small fry"—and peach flavored fondants and jellies are a toothsome delight to the sweets-hungry palate. You may have a FREE testing sample of this unique flavor by filling in and mailing us the accompanying coupon attached to your letterhead. Order yours *TODAY*.



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*Brothers, Inc.*



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City: \_\_\_\_\_  
Att'n \_\_\_\_\_  
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# The Manufacturing Confectioner

**MAY, 1949**  
Vol. XXIX No. 5

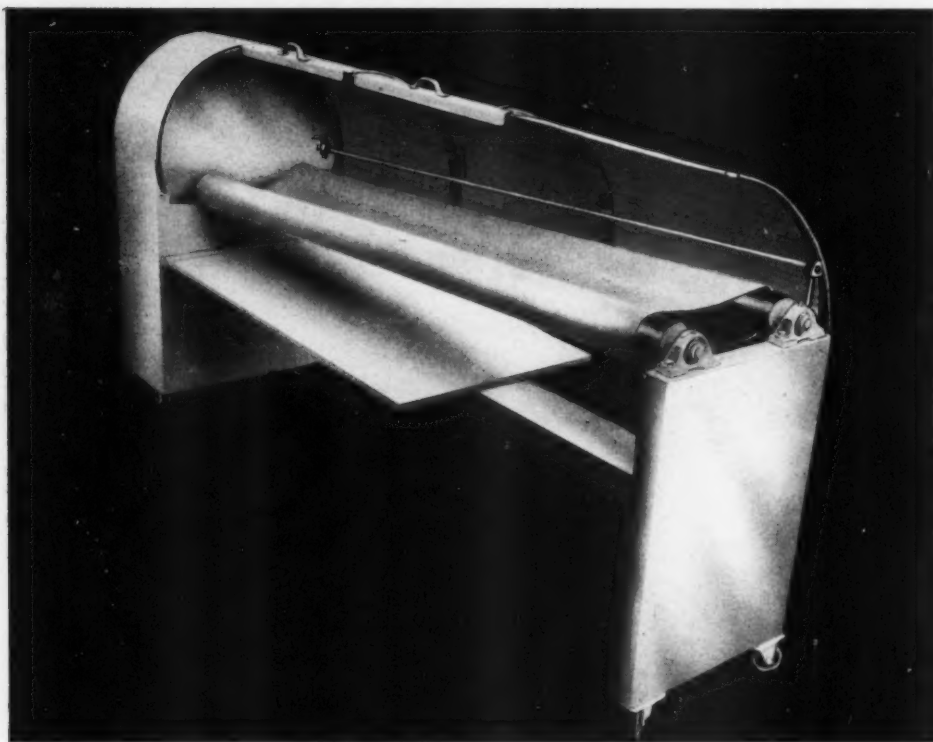
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**COVER:** Prize winning cartons for Y&S lozenges, of National Licorice Company, in 1949 box competition sponsored by Folding Paper Box Ass'n of America.



Pioneer Specialized Publication for Confectionery Manufacturers Plant Management, Production Methods, Materials, Equipment, Purchasing, Sales, Merchandising.

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## BATCH ROLLER

*Ideal for both hard and soft mixtures  
such as taffy, kisses, buttercups and  
soft center candies . . . . .*

There are many features to the Dubin Batch Roller, in addition to its attractive, streamline appearance, that make it tops in its field.

The Dubin Batch Roller is equipped with an automatic reverse action so that a continuous process of rolling is obtained. The batch warmer extends the full length of the machine. The burner is adjustable, allowing half to be used at one time if desired. It may also be moved in an upward or downward position. There are

two roll top covers that slide into the back of the roller, out of the way. The pan is removable for quick cleaning. The canvas is of heavy material seamless woven. The rollers have ball bearing construction. The motor and chain drive are enclosed. The reversible bronze gear runs in a bath of oil, assuring long life and quiet operation.

The Dubin Batch Roller is sturdily built of steel construction and comes in a choice of lengths.

MODEL NO.	LENGTH	WIDTH	HEIGHT
BR 6	85"	24"	34"
BR 7	99"	24"	34"
BR 8	113"	24"	34"

All models are equipped with ½ hp motor—110 volts.

**R. M. DUBIN CORPORATION**  
CONFECTIONERS' MACHINERY

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# ETHAVAN

flavors three instead of one

**FREE BOOKLET** — "Something About The Senses" contains an interesting story and file-worthy data on flavorings. Mail the coupon today for your copy.



Whether you're making lollipops or fancy confections, Ethavan will flavor three for every one you can flavor with ordinary vanillin. The reason: Ethavan has three times the flavoring strength.

Flavored with Ethavan, your products have pronounced aroma that invites first purchases. They have taste-tickling vanilla-like flavor that brings folks back to buy again. Both the flavor and the aroma of Ethavan have such staying power that they are unimpaired by the heat or cold of processing and by the time required to pass through the channels of trade. Ethavan always is uniform, making it easier for you to get identical results in your production.

Look into the possibilities Ethavan offers you in improvement of your products and your sales. You can get Ethavan in 1-pound, 5-pound and 25-pound cans. Samples, data and quotations will be sent promptly upon request. Mail the coupon, contact the nearest Monsanto Sales Office or write: MONSANTO CHEMICAL COMPANY, Desk E, Organic Chemicals Division, 1733 South Second Street, St. Louis 4, Missouri.

*Ethavan: Reg. U. S. Pat. Off.*

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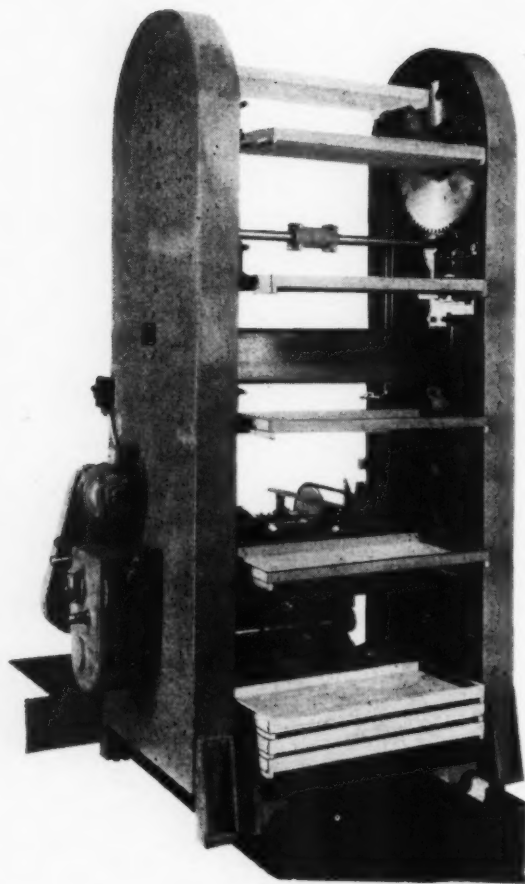
City  Zone  State

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SERVING INDUSTRY...WHICH SERVES MANKIND

**For Dependable, Cost-Saving Candy Handling Equipment**

# See CURRIE at Booth 410

**23rd Confectionery Industries Exposition  
Hotel Stevens — Chicago — June 6-9th**

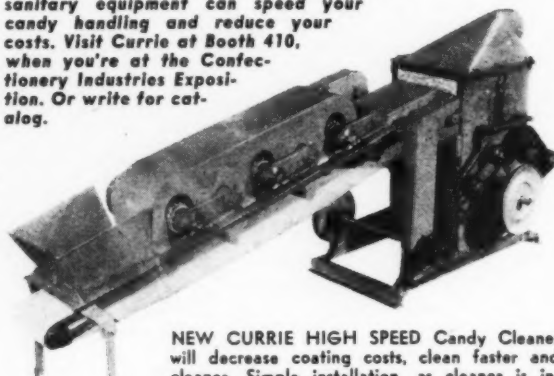


CURRIE AUTOMATIC Starch Tray Stacker (above) will give you increased production, elimination of hand stacking, reduced tray breakage, and improved sanitation. Can be used with Bausman, National, Greer, or any other type system.

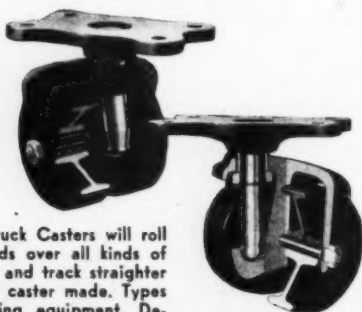
Let Currie handle your candy handling problems. Modern, dependable, efficient, Currie equipment is the winning combination to speed candy handling and cut handling costs.

Currie's Automatic Starch Tray Stacker eliminates hand stacking. Currie's Automatic Starch Tray Feeder eliminates hand feeding, saves trays. First cost is the last cost when you use Currie's "Stak-Ezy" all steel Starch Trays. Currie "Rol-Ezy" Pump Trucks reduce costs of handling liquids and syrups. Currie tailored Dollies boost conveying system efficiency. Currie "Rol-Ezy" Chief Casters mean easier, faster handling of heavier loads.

*We'll be glad to show you how Currie's sanitary equipment can speed your candy handling and reduce your costs. Visit Currie at Booth 410, when you're at the Confectionery Industries Exposition. Or write for catalog.*



NEW CURRIE HIGH SPEED Candy Cleaner will decrease coating costs, clean faster and cleaner. Simple installation, as cleaner is independent of all other units. Quick change brush.



CURRIE "ROL-EZY" Truck Casters will roll easier with heavier loads over all kinds of floors, stand up better, and track straighter than any other type of caster made. Types available for all trucking equipment. Designed especially for starch room work.

*The Currie Trademark is your  
Symbol of Service and Quality*

## CURRIE



**MANUFACTURING COMPANY**

*Engineers to the Candy Industry*

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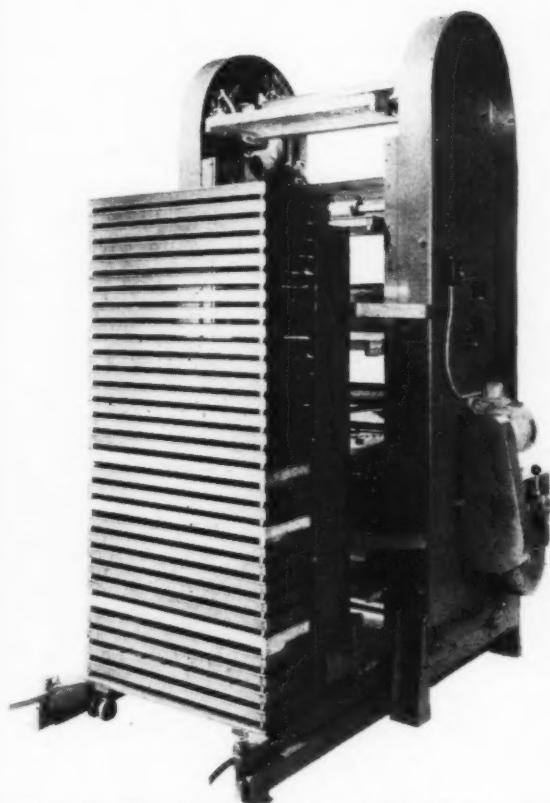
**THE MANUFACTURING CONFECTIONER**



- Automatic Starch Tray Stackers
- Automatic Starch Tray Feeders
- All-Steel "Stak-Ezy" Starch Trays
- Galvanized "Rol-Ezy" Pump Trucks
- Tailored All-Steel Built Dollies
- Currie High Speed Candy Cleaner
- "Rol-Ezy" Chief Truck Casters



CURRIE "ROL-EZY" Pump Truck speeds, simplifies, and reduces costs of handling liquids, syrups, and other similar products. The truck's large pump will handle very thick products, fill and empty the truck, give long life. Much labor and expensive equipment can be eliminated, as pump truck will eliminate pan handling of your liquids.



CURRIE AUTOMATIC Starch Tray Feeder (above) is your answer to safe, sanitary, and efficient tray feeding for your mogul. Takes complete stack at a time into feeder, deposits one tray at a time on mogul chain. Provides uninterrupted production flow. Saves labor and trays.

CURRIE "STAK-EZY" all-steel Starch Trays (right) are self-maintaining labor-saving units. They reduce fire hazards, keep candy pure, and can be handled faster than wood trays. Priced right. First cost is last cost. Proven quality.



CURRIE TAILORED DOLLIES will help increase efficiency of your conveying system. Our engineers will be glad to work out details with you on your particular problem.



SEE CURRIE'S COMPLETE line of cost-cutting candy handling equipment at Booth 410 during the 23rd Confectionery Industries Exposition at the Hotel Stevens, Chicago, June 6-9. Or write for catalog.

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**Order Now**

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## VOSS

### *Sanitex Coated*

#### ENDLESS CANVAS

#### FEED and BOTTOMER BELTS

Sizzling, steaming days needn't mean dingy, discolored bottoms on your chocolates. VOSS *Sanitex Coated Belts* will help you maintain first-quality appearance in any weather. These expertly made endless Belts, used for feed and bottomer applications by major candy makers through-out the country, were specially designed by VOSS to meet the hot-weather problem. The sealed coating blocks off condensation from the cold slab to keep moisture from reaching bottom of centers.

And VOSS *Sanitex Coated Belts* are easy to clean—steam-proof—strongly made to give trouble-free service over a long life. You'll find them superior in every detail:

Don't put up with poor quality any longer. Month in and month out, keep your production at sales-building tops in appearance with VOSS *Sanitex Coated Belts*—send today for further information!

**VOSS BELTS** mean  
LOWER MAINTENANCE  
COSTS

Look to VOSS for the newest and best in Belting of every description—a complete line of Belting and Specialties for the candy industry: Batch Roller Belts, Caramel Cutting Boards, Conveyor and V-Belts. And remember—VOSS features fast deliveries!

FOR THE  
FINISHING  
TOUCH:

**HI-GLOSS No. 3**  
PLASTIC COOLING  
TUNNEL BELTS....

- ✓ **1** Puts glossy, mirror-like bottoms on your chocolates and coated cookies.
- ✓ **2** No cracking—no peeling.
- ✓ **3** Longer belt life—will not wrinkle.
- ✓ **4** Easy to splice—can be run immediately after splicing by our new method—no waiting for cement to dry.
- ✓ **5** More sanitary—plastic top cleans in a jiffy.



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GIVAUDAN-DELAWANNA, INC.  
ANNOUNCES THE FORMATION OF  
GIVAUDAN FLAVORS INC.

330 West 42nd Street, New York 18, N.Y.



This new affiliate takes over the activities of the Givaudan flavor division and produces a complete and interesting line of true fruit and imitation flavors, as well as combinations of both.

Drawing upon the scientific experience of the Givaudan organization in America and abroad, and utilizing its production facilities and worldwide access to raw materials, Givaudan Flavors Inc. offers a unique service to its customers.

The organization of Givaudan Flavors Inc., a great forward stride in the American flavor industry, is made with the confidence that it will better serve your needs.



*What every confectioner should know!*



**Krist-O-Kleer makes candies taste better!** Because it controls moisture—Krist-O-Kleer Invert Sugar helps keep the true, fresh flavor from drying out of candies.



**Krist-O-Kleer makes candies look better!** Because it helps regulate moisture—Krist-O-Kleer preserves the original, perfect texture of candies!

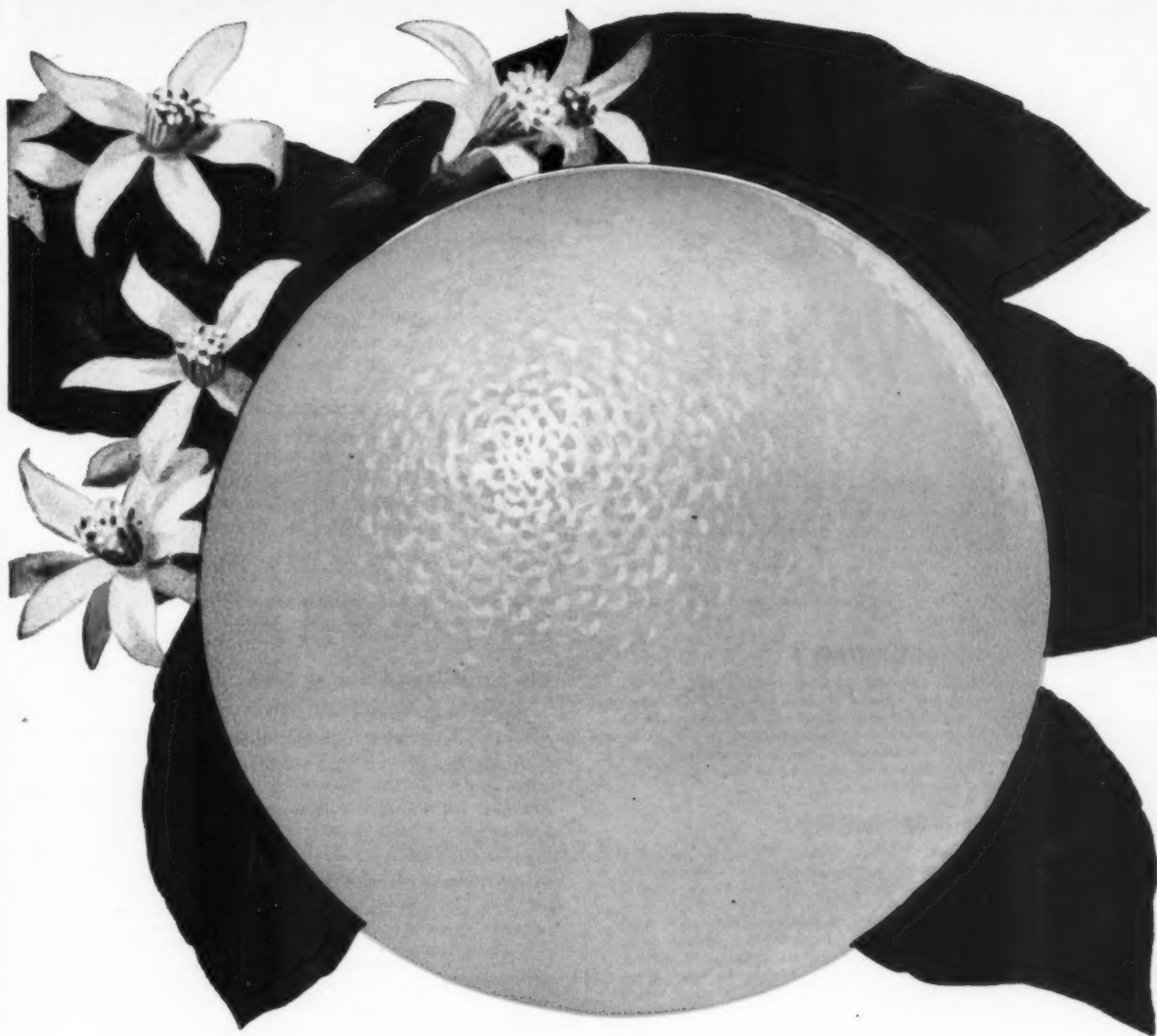


**Krist-O-Kleer makes candies keep better!** Candies made with Krist-O-Kleer stay fresh longer—because this uniform invert sugar helps retain moisture, even upon exposure to air and low humidity.

*Order today from National's full line of Krist-O-Kleer invert and partial invert sugars.*

**THE NATIONAL SUGAR REFINING CO.**  
New York, N. Y. and Philadelphia, Pa.





## THE WORLD'S FINEST ORANGE OIL

Made exclusively from oranges from the Sunkist Groves of California.

Exchange Oil of Orange gives you more *real orange flavor*, drop for drop or pound for pound, than any other orange oil.

*Distributed in the United States exclusively by*

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**CALIFORNIA FRUIT GROWERS EXCHANGE**

PRODUCTS DEPARTMENT, ONTARIO, CALIF.

*Producing Plant:*

The Exchange Orange Products Co., Ontario, Calif.

Give it all your tests for *quality, uniformity and strength*. Then you'll buy Exchange Brand.



# What do you want in a BETTER VANILLA?

## I want QUALITY!



What better proof of flavoring quality would you want than the fact that Aromanilla is used in confections that sell for \$3 and more a pound? Manufacturers in this class can afford the best. They demand a rich, full-bodied flavor. They get it with Aromanilla at a fraction of the cost of extracts they used before.

## I want ECONOMY!



A national concern making candy, cake and ice cream expects to save at least \$35,000 a year now that it has changed from standard extract to Aromanilla. Another concern found that by using only 1/2 ounce of Aromanilla instead of a full ounce of vanillin, it improved the taste of their goods and saved money besides.

## I want FLEXIBILITY!



Another satisfied user said: "We tried getting a fuller flavor with standard extract by increasing the amount used and found it cost too much; tried it with increased amounts of vanillin and found it created an undesirable aftertaste. But with Aromanilla we can get anything from a delicate bouquet to a full flavor. Aromanilla not only does it economically, but it imparts a rich flavor sensation which disappears after the food is consumed, leaving the mouth fresh and ready for another helping."

## MONEY BACK GUARANTEE

But don't take our word for it. Order a trial supply on the handy coupon below. Test it against the finest extract your money can buy. If it doesn't do all we say, ship us the unused portion collect and we'll refund the full purchase price.

**TRIAL OFFER:** Sure I'll test Aromanilla under money-back agreement. Please place my trial order for:

- ☐ 1 pint concentrate (equals 2 gals. Standard flavor) **\$ 8.00**  
☐ 1 gal. concentrate (equals 16 gals. Standard flavor) **\$52.00**

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Aromanilla

Trade Mark Reg. U. S. Pat. Off.

## Imitation Vanilla Flavor

6 VARICK STREET NEW YORK 13, N. Y.

HELPING CUSTOMERS ENJOY THE TASTE OF THEIR PRODUCTS SINCE 1901

## A Digest of

## TECHNICAL LITERATURE

World-wide developments and research in confectionery and food processing techniques are noted for confectionery manufacturers.

### Perfection in Processing Licorice

Ernest J. Clyne, *Confectionery Production*, Vol. 15, No. 1 (1949)—Licorice, or "liquorice," processing is described in detail by this English production man. The licorice used in most confectionery goods is the manufactured paste with only a small content of the pure licorice, known in the trade as "block juice." Since the pure licorice is somewhat laxative and has a very pungent flavor, it would hardly be popular in its original form as a confection, Mr. Clyne relates. The manufactured paste consists of a mixture of sugar, glucose and/or molasses, wheat flour, gelatine, color, and flavor (usually aniseed and "block juice"). Mr. Clyne states that licorice is more difficult to make than most types of confectionery, and follows a typical formula through with complete, detailed cooking instructions and explains the possible troubles that may arise.

### Chemical Production of Lactic Acid from Sugars

Rex Montgomery, B.Sc., Ph.D. *Series No. 11, January, (1949)*. This report has been designed not only to collect together the scattered observations of many workers with respect to the formation of lactic acid from sugars but also to report the most recent work at Birmingham University which was undertaken with a view to determining the conditions for maximum production from sucrose by the action of alkalies. The report also includes theoretical interpretations based upon modern theory of organic reactions, which not only replace earlier interpretations but also bear upon the question of the ultimate efficiency which can be considered attainable in the transformation of sugar to lactic acid by chemical means. For complete report, address the Sugar Research Foundation, Inc., 52 Wall St., New York, N. Y.

### Borate-Carbohydrate Compounds

Horace S. Isbell, Joseph F. Brewster, Nancy B. Holt, and Harriet L. Frush, *Journal of Research of the National Bureau of Standards*, Vol. 40, No. 2 (1943)—In this paper (RP-1862), the changes in the equilibrium specific rotation caused by the addition of either sodium or potassium tetraborate to solutions of D-glucose, D-fructose, L-sorbose, sucrose, mannitol, and sorbitol have been observed and the results interpreted.

"Measurements have been made for various concentrations of carbohydrates with fixed concentrations of borate, and for various concentrations of borate and fixed concentrations of carbohydrate.

"It was thus possible to observe independently the effect of variation in the concentration of either carbohydrate or borate. The results indicate that glucose, fructose, sorbose, and sorbitol form three borate compounds, that mannitol forms two, and sucrose one. The optical rotations of the compounds have been estimated, and the composition of the solutions discussed."

Extensive tables have been included in the paper to give the optical rotations of the above mentioned carbo-

(Please turn to page 18)



# New Greerline\* Depositor

FOR GREATER PRECISION, SPEED, UNIFORMITY, ECONOMY

**Only Greer gives you all these important advantages  
in a Depositor:**

- Newly-perfected Depositor Heads deposit cream, gum, marshmallow, chocolate, or similar products with *precision*.
- Moving hopper permits continuously moving trays, or conveyor belt — avoids jarring — increases uniformity — *speeds up to 100 strokes per minute!*
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- Electrically heated water jacket maintains correct temperature *automatically*.
- All mechanism completely enclosed — all gears sealed in oil.

Write *today* for complete information. Learn how the *new* Greer Depositor can *save* you money and *improve* your products.

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**GREER**

**DEPOSITOR**

\* TRADEMARK

Don't just streamline  
your production—  
*Greerline* it!



# THE Standard



**CITRUS PECTIN**  
*for*  
**CONFECTIONERS**

WIRE OR WRITE FOR SAMPLES AND FORMULAS



**CALIFORNIA FRUIT GROWERS EXCHANGE**

400 W. Madison Street, Chicago 6, Ill.

**PRODUCTS DEPARTMENT  
ONTARIO, CALIFORNIA**

99 Hudson Street, New York 13, N. Y.

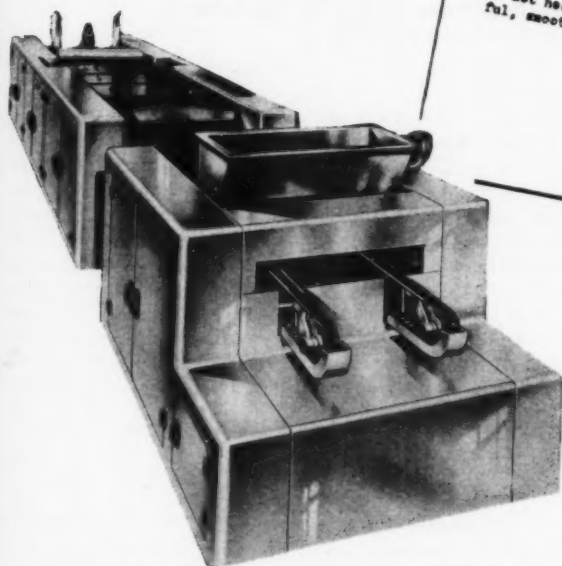
USED BY LEADING CANDY MANUFACTURERS THROUGHOUT THE WORLD





**20 TRAYS PER MINUTE  
DOUBLES  
YOUR PRODUCTION  
WITH THE  
*Same Payroll*  
PRODUCING BETTER  
QUALITY MOULDING**

*Installed over a Weekend*  
**THE ALL NEW • ALL STEEL  
HEAVY DUTY  
MODEL M-100 MOGUL  
CUTS YOUR MOULDING  
LABOR COST 50%**

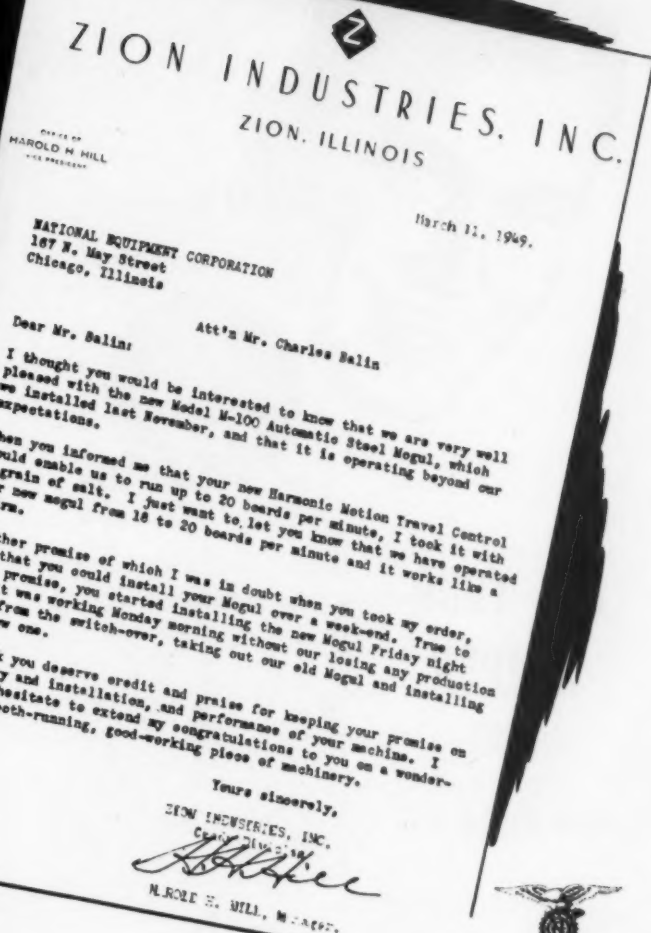


Visit our exhibit at Booths 32, 33, 34, 35  
N. C. A. Confectionery Industries Exposition  
June 6-9, Hotel Stevens, Chicago

**Full Details and Quotations  
Await Your Inquiry**

**NATIONAL EQUIPMENT CORP.**  
153-157 CROSBY ST. NEW YORK 12, N. Y.

for May, 1949



#### TESTED AND PROVEN DEPENDABILITY

The new National Mogul Model M-100, designed for today, tomorrow, and the future, has proven beyond the slightest doubt that it operates at 20 boards per minute and more, smoothly and with better quality moulding.

The new patented exclusive **SPEEDTROL** Tray Travel controls the speed of the tray travel so that you have pinpoint accurate deposits in starch. By accelerating and de-accelerating the tray travel, the **SPEEDTROL** magic speed adjuster prevents the jarring of the impressions in the starch and insures perfect registration of printer and depositor. **NO SCRAP!**

**DOUBLE YOUR PRODUCTION OVER A WEEKEND WITH THE SAME PAYROLL.** Installation of the new Mogul Model M-100 can be made over a weekend so that you will have continuous production with no loss of time.

The Mogul Model M-100 pays for itself. Time payments arranged if desired.

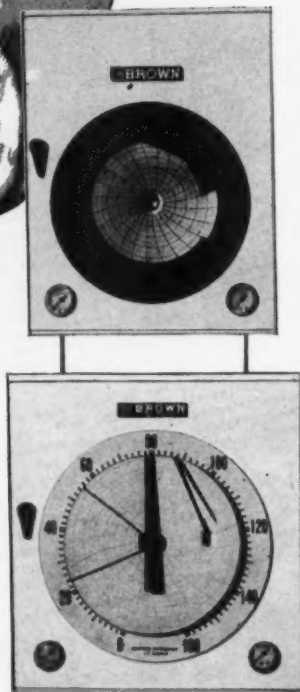




**GET YOUR  
TEMPER  
RIGHT**

*and keep it!*

**WITH BROWN** *Electronik* **CONTROL**



Here's the new, modern way to temper your chocolate . . . and save batches, time, money! You can get rid of burns and temperature variations! The *right* temperature for the *right* time is easy and automatic . . . with the temperature element actually rotating with the kettle blade.

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## **TECHNICAL LITERATURE**

*World-wide developments and research in confectionery and food processing techniques are noted for confectionery manufacturers.*

*(Continued from page 14)*

hydrides in the presence of sodium and potassium tetraborate.

Research Paper 1862 is available from the U.S. Government Printing Office, Washington 25, D.C., at 15c a copy.

### **Sugar and Sugar By-Products in the Plastics Industry**

*Louis Long, Jr., Ph.D. Series No. 5, Report No. 1, January (1949)* In view of the potential importance of plastics to the sugar industry, a survey of the patent and periodical literature has been made covering the application of sugar and sugar by-products in the plastics industry reported to date. A certain degree of success has been attained in the formation of plastic molding compound from bagasse, a waste product from sugar factories, and a commercial production has begun on a small scale in Louisiana. For a copy of this report send to the Sugar Research Foundation, Inc., 52 Wall St., New York, N. Y.

### **Particularities of CO<sub>2</sub>Ca Precipitation In Saccharose Solutions**

*J. Dubourg and A. Lemaitre, Industries Agricoles et Alimentaires, Vol. 65, Nos. 10-12 (1948)—French publication*—The study points out that calcium carbonate formed during neutralizing of limed sugars solutions by carbon acid, shows great differences in structure, corresponding to the various conditions of carbonation. The alkalinity of the medium seems one of the main factors responsible for the nature of precipitation. The discontinuous carbonation working at the beginning with strong alkalinity, and continuous alkalinity evolving in the neighborhood of neutrality give quite different results, the authors state. The criterions utilized to study particles and the apparent final deposit. Only pure solutions are studied in this paper by the two outstanding French chemists.

### **Vision Packaging—The Use of Cellulose Acetate Films**

*Confectionery Production, Vol. 14, No. 12 (1948)*—With the increased usage of vision packaging in the chocolate and sugar confectionery industry, a review of the application of long-used cellulose acetate for confection goods in England is made by this British magazine. Various acetate films shown recently by a London firm are described in the article. The review stresses that while cellulose acetate is water-proof, it is not moisture-vapor-proof. The material has a refractive index of 1.5 which gives a bright sparkle to films made from it. One new material in this field is made according to the English government specifications: A cotton scrim laminated to cellulose acetate film, in turn laminated to aluminum foil coated on the outside with a heat-sealing compound. This results in a tough, semi-rigid, vapor-proof laminate with possibilities for packaging for export, where a high degree of protection from moisture is desirable.

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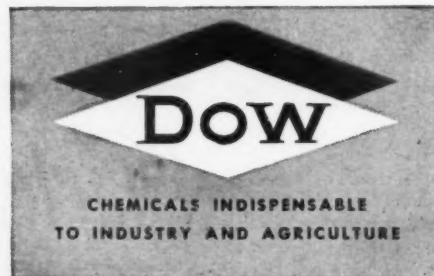
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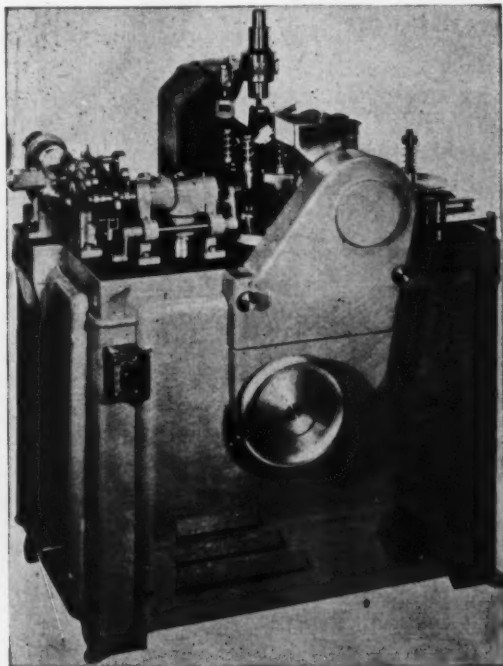
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# Where Candy Sells in the U.S.

by **GEORGE F. DUDIK**

*Food Division, Dept. of Commerce*

**T**HE CANDY MARKET of the U.S. may be subdivided into eight regions. In three of these areas, production exceeds consumption: the East North Central, Central Atlantic, and New England areas. In the remaining five, consumption exceeds local output: the Southeast, West North Central, Southwest, Mountain, and Pacific areas. (The extent and location of these marketing areas are shown on the accompanying map. Consumption and production statistics for these areas appear in Table 1. Data used are from the 1946 survey of the Dept. of Commerce, as no figures on marketing areas were sought in the 1947 survey and the 1948 analyses will not be ready until later this year.—Ed.)

Except for the goods of manufacturers whose production is quite limited, consumption of the product of individual plants usually extends beyond the borders of the area in which the candy is made. Usually candy is widely distributed from the point of production. Manufacturers' reports indicate that some of the candy produced in each region is consumed in practically every other area.

Producers located in surplus areas naturally tend to ship out a larger portion of their output than manufacturers in deficit areas. Even so, the producers in the deficit regions, while marketing a higher percentage of their output

locally, frequently move a substantial part of their goods to more distant markets.

The largest center of confectionery production in the U.S. is the East North Central region, centering in Illinois. Output here is about double the extent of the local market for candy. Still, about one-third of the candy consumed in this region is produced by candy manufacturers located in other parts of the nation, while two-thirds of the area's demand is satisfied with the goods of local manufacturers.

New England, also a surplus area, ships out more than two-thirds of its candy output to other markets. At the same time, more than half the New England consumer market is supplied by candy from outside sources. Inter-area movements send nearly 36 per cent of New England confectionery to the Central Atlantic states, extending from New York to Virginia. Similarly, producers in the Central Atlantic region make 7.5 per cent of their sales in the New England territory, which is equivalent to 31.2 per cent of the New England candy market.

The three Pacific states illustrate the flow of confectionery into and out of a deficit area. Production of confectionery on the West Coast is only about 60 per cent of the candy market there. Nevertheless, Pacific producers sold 21 per cent of their goods outside the coastal states. Of the Pacific region's needs for candy, 55 per cent was supplied by producers in the area, 45 per cent

**TABLE I**  
**Estimated Confectionery Production and Consumption, by Areas, 1946**

PRODUCTION		AREA	CONSUMPTION	
Pounds	Dollars		Pounds	Dollars
220,000,000	71,000,000	New England .....	163,800,000	47,400,000
775,000,000	243,600,000	Central Atlantic .....	664,500,000	188,900,000
1,078,000,000	259,000,000	East North Central .....	533,500,000	147,800,000
115,000,000	31,000,000	Southeast .....	295,000,000	82,300,000
34,000,000	13,000,000	Southwest .....	190,400,000	53,700,000
81,000,000	24,000,000	West North Central .....	259,100,000	71,000,000
18,000,000	7,000,000	Mountain .....	107,500,000	30,100,000
117,000,000	39,000,000	Pacific .....	224,200,000	65,800,000
2,438,000,000	687,000,000	United States .....	2,438,000,000	687,000,000

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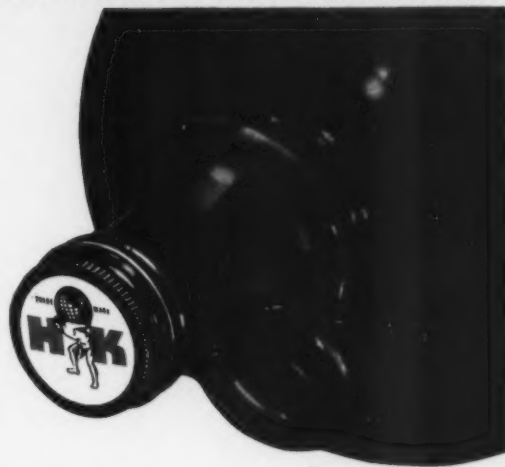
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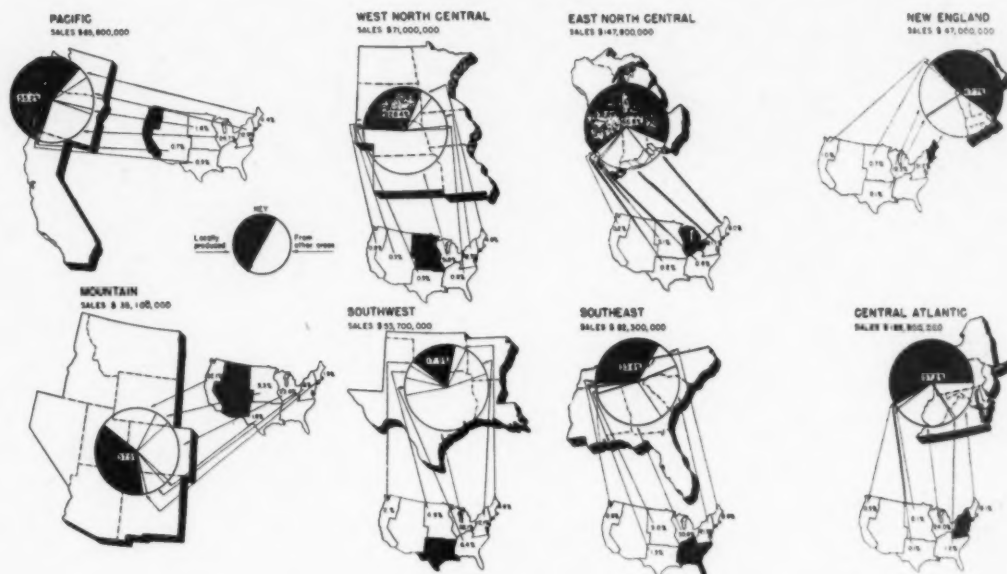
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# MOVEMENT OF CONFECTIONERY INTO CONSUMING AREAS - 1946 (VALUES AT WHOLESALE)

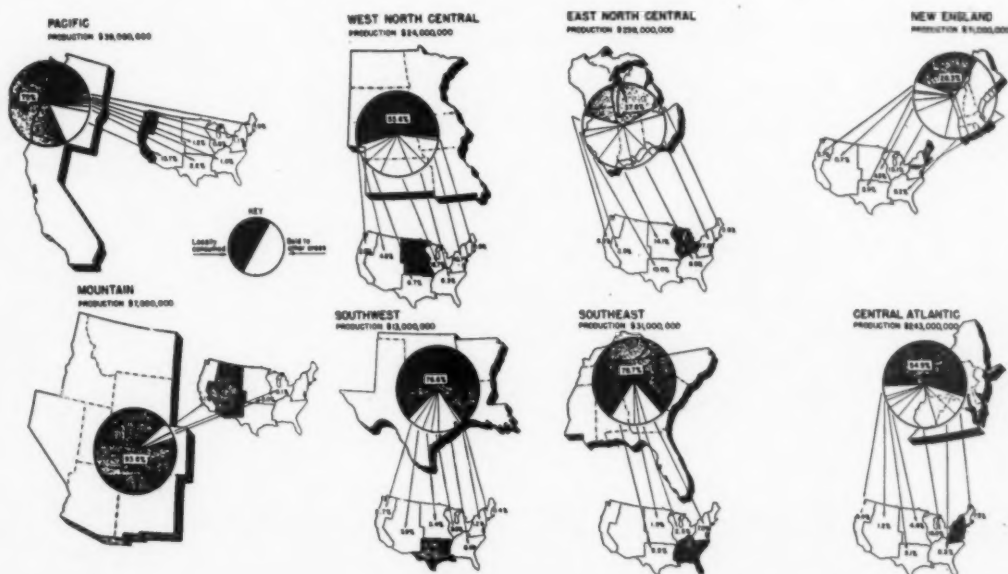


PROPORTIONS OF THE confectionery market of the eight key regions of the U.S. as supplied from the various sources are shown in the chart above. The amount of candy locally produced is indicated by the shaded areas. Candy from other sources is indicated by the white areas. Figures in the outline maps of the U.S. show the amounts of candy contributed by the respective areas. Chart below shows the destinations to which the candy production of

the various areas moved. Shaded areas indicate proportion locally consumed, white areas the proportion sold to other regions. Figures in the outline maps show the percentages sold there, by the respective outside area.

Chart on page 28 indicates the candy surplus and deficit production areas of the U.S. Dark shaded circles show amount of candy consumed in each area. Light shaded circles show amount produced.

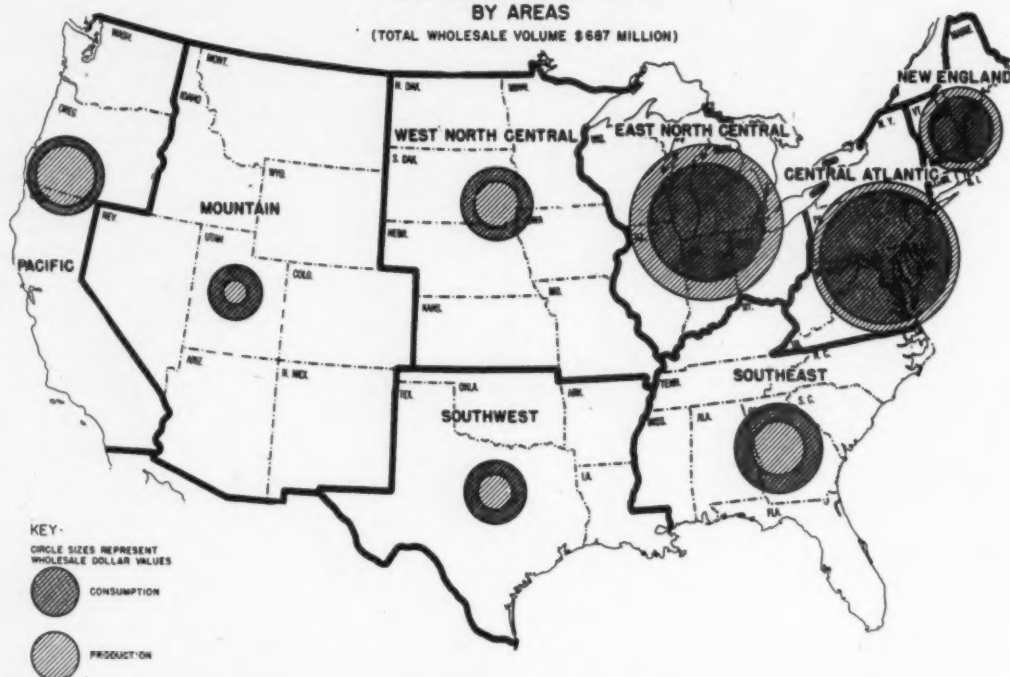
## DISTRIBUTION OF CONFECTIONERY FROM PRODUCING CENTERS - 1946 (VALUES AT WHOLESALE)



## CONFECTIONERY PRODUCTION AND CONSUMPTION

IN THE  
UNITED STATES 1946  
BY AREAS

(TOTAL WHOLESALE VOLUME \$687 MILLION)



by outside manufacturers—with candy moving in volume as far East as New England.

The proportions of the confectionery market of each area supplied from various sources are shown on the chart depicting the movement of confectionery *into* consuming areas at the top of page 27. The proportion of locally produced candy is indicated by the shaded areas, that of other geographical regions by the white areas.

## Sugar Price Situation

**R**ECENTLY SUGAR PRICES have been somewhat erratic, reports B. W. Dyer & Co. Prices of raw sugar and raw sugar futures declined sharply in the middle of March followed by a decline in the cane refined price, f.o.b., New York, to \$7.85, from the previous \$8 per 100 pound basis. An equally sharp rise in raw sugar and raw sugar futures prices followed this. Refiners announced that they would take a booking at the \$7.85 per 100 pound cane refined price. Sugar buyers have been encouraged to book sugar at this price for several months ahead. The new basis price is generally \$8.10 per 100 pounds for cane refined, except that the price of one Boston, one New Orleans, and one Savannah refiner is \$8 per 100 pounds. When the current bookings at \$7.85 are exhausted, the refined prices will undoubtedly be standardized.

The sharp decline in prices in mid-March were precipitated chiefly by selling of raw sugar and raw sugar futures by a large Cuban speculator, producer interest, and the unsold raw sugars afloat. After the decline took place, a letter written by the Secretary of

The destinations to which the candy production of the various geographical regions moved, as well as the proportion, are shown on the chart depicting the distribution of confectionery *from* producing centers. The proportion of locally consumed candy is indicated by the shaded areas, that proportion sold for consumption in other regions by the white areas.

Agriculture was published, which stated that it was not the intention of the government to make any sugar deficit reallocations at this time. This probably was one of the factors producing the price advance late in March. Also, the price ideas of raw sugar sellers improved and refiners were forced to pay higher prices for raw sugar.

The Department of Agriculture has announced that the farmers' intentions to plant sugar beets in 1949 are 4 per cent below 1948 plantings. Assuming normal sugar yields, this indicates that production should reach about 1.4 million short tons, raw value, of refined beet sugar, as compared with the statutory quota of 1.8 million short tons. This would be about the same as 1948 production of beet sugar.

With the short crop of beet sugar in 1948, and the small beet crop in prospect this Fall, beet processors have been rather reluctant sellers of sugar. In the recent price advance, the differential between beet and cane sugar has been reduced from the 20-cent minus differential to only 15 cents per 100 pounds. Similarly, some beet processors are withdrawing from the Chicago market and similar territories which require a large freight absorption. This tendency towards a smaller differential for beet sugar, and a more restricted territory, should continue as long as beet sugar production is at current relatively low levels.



# Corn Syrup Color in Candy

by JOHN M. KRNO

Vice-president, CORN PRODUCTS SALES COMPANY, Director Technical Service\*

CANDY MANUFACTURE, SINCE its rapid, quite phenomenal emergence from a kitchen art to its present high rank amongst the food processing American industries, has had many obstacles to overcome. First and foremost was the broadening of the markets for confections. This meant that the locally popular "kitchen art" candies had to be translated onto large scale production items having a long enough shelf life to stand the time for their proper wide distribution through the regular established commercial channels for reaching the ultimate consumer. This pattern was set for candies by the existing methods of marketing of other goods. Some small changes and differences had to be adopted in this procedure, but for the most part, the commercial handling was outlined and set, in the main. Therefore, there was a time factor to be reckoned with for the candy to reach the ultimate consumer, after leaving the manufacturing unit.

## Shelf Life Important

So the confection, made on a large scale, had to have what we in the food processing field refer to as "shelf life." In some foods, a satisfactory shelf life is comparatively easy to achieve. Take most of the cereal breakfast foods as an example. If the original manufacturing conditions are closely adhered to, and the packaging, subsequent storing and handling are normal, the foods have a comparative long shelf life. Candies were not that easy to adapt to these demands of a long life, however. Many people can make exquisite, delicately flavored, unusually textured type of candies when this limited shelf life is measured by a few days instead of months. Therefore, only a comparatively few of the candies that the imaginative and creative ability of individuals in the candy field concoct can be translated into large scale manufacture.

Candies change tremendously with age, almost as much as baked goods. The changes are in flavor, in aroma, texture, and consistency; hence in appearance. To stabilize the candy destined for large scale manufacture and wide distribution was no mean achievement for the candy industrialist.

Besides the question of shelf life, there is the problem of the manufacturing simplification. Everyone concerned with manufacturing realizes that the less steps there are in the process, the more economic is the procedure. That means a greater market for the item, a larger consumption. This is the first step, and then only can the confectioner attempt to speed up his process by the proper

choice of ingredients and machinery. All this must be achieved without affecting the shelf life of the candies.

There are, of course, other considerations and problems dealing with the successful placement of a confection on the market. In this discussion, however, we are limiting ourselves solely to *quality*, and in that case, only to one phase, *the color of one of the most important ingredients in commercially produced confections—the corn syrup*.

The presence of unwanted color of yellowish or brownish tint in various commercial candies made on a large scale has hampered the development of the confectionery industry. It is a major problem. For instance, who would want a yellowish center in a chocolate covered cream? A brilliant white bonbon is much more alluring than one that has even a slightly muddied yellow tint. There is no attraction to a pressed tablet that has not an absolutely white appearance. Think of a marshmallow center of unnatural yellow hue. That certainly would not induce sales.

In the popular mind, the lack of absolute whiteness in certain types of candies is an indication of age and definitely, of inferiority. That is why the confectioner rightfully demands a brilliant and colorless effect in his two main ingredients, cane sugar and corn syrup. That condition denotes to him absolute purity in their manufacture and insures him a chance to fulfill the requirements of his customers with regard to these types of candies.

Even when the confectioner desires to make his candies in attractive and alluring shades, he certainly can achieve those effects more easily if he does not have to combat an initial handicap of a yellow cast to his basic ingredients. Up until now, after the confectioner has assured himself of a normal corn syrup, he has to make sure it suffers no unnecessary heating abuse in his candy making process.

## Application of Boiling

The application of boiling as much as possible under vacuum has been effective in combating color production that was unwanted. We are all familiar with the trick of delaying the addition of corn syrup until the end of the boil. In many cases, such a step was dictated by the desire of saving the corn syrup from heating abuse.

The same procedure prevents undue inversion in the sucrose, hence a reduction of the tendency to stickiness when it was a case of hard candy production. The corn syrup could not be made with a high enough *pH* to minimize this inversion, because we all know that this higher *pH* would mean that the corn syrup would be more susceptible to color formation. So again possible color

\*This informative article by Mr. Krno is a condensation of his recent paper on "The Role of Corn Syrup in Candies," as presented before the Boston Section of the American Ass'n of Candy Technologists.

formation prevents the confectioner from making a hard candy, not only of a desirable appearance, but also from lengthening its shelf life from a viewpoint of stickiness.

With the desirable advent of the so-called high purity corn syrups, it seemed that the problem was further heightened as regards this undesirable color formation. These syrups have a higher proportion of sugars, dextrose, and maltose than the time honored, regular corn syrup of 42° dextrose equivalent. The dextrose equivalent of these high purity corn syrups is around 60 percent. Their dextrine content is much lower. They are sweeter, but this sweetness has not been always too apparent, since their minute impurities would mask this. What is even more important, these high dextrose corn syrups would discolor very easily with age, and with the slightest abuse with heat. Their use, very desirable in many candies, was quite curtailed by this adverse characteristic.

### High Purity Corn Syrups

The corn refiners took a large step forward in developing these high purity corn syrups on a commercial scale, and they have proven to be of considerable interest to the candy maker. Due to their methods of preparation, there are considerable degradation products formed in the hydrolysis, whether this be by acid alone, or a combination of acid and enzyme. In fact, in the latter case, a slightly greater proportion of color formation products is left in the syrup when the ordinary, usual methods of refining by use of boneblack, carbon, and clays are resorted to. The industry always felt that this original color—so difficult to remove, and as a result of the aging tests; i.e., the reaction of the syrups to heat and storage—would be adverse as compared to the regular type of corn syrup in current use.

It therefore followed with interest the development of the ion exchange process of refining. This was first applied in the clarification of potable water, and it was established in that application first. Then, our friends, the cane and beet sugar refiners, became interested in this process, and hence drew it closer to the attention of the corn syrup refiners. It should be remembered that the sugar refining processes have remained substantially the same for the past 100 years, but due to the inception of the ion exchange system, these methods are undergoing changes which practically amount to a revolution.

After all, in the past, the sucrose manufacturers attempted to remove most of their impurities, either dissolved or suspended, as thoroughly as their methods allowed, and then finished up with refining by crystallization. Crystallization is largely a self-cleansing process, and the final purity reached in the sugar depends on the efficiency of the crystal washing step. Now, when the ion exchange process entered the sugar field, the problem of purification was approached somewhat in the reverse, and that is by taking out the nonsugars much more completely from the sugar syrup, thus producing a mother liquor that not only yields a greater amount of crystallized sugar, but also a purer crystal, and with less washing than has been usually applied.

### Ion Exchange Process

In applying this process to corn syrups, we are not concerned with crystallizing. We have no choice in the matter. While the ion exchange process is a comparatively simple one in principle, there were many problems to be solved before its application was successfully accomplished. The consumer, and in this case the candy manufacturer, is not so much concerned with the problems involved in establishing this as a method for the

purification of the corn syrups he uses, as he is in what it does to the end product which he uses in such great quantities.

It is enough of a description for us to know that the ion exchange systems consists of two complementing beds of synthetic resins in granular form. We chemists designate these the cation resin bed, and the anion resin bed. As the syrup passes through the first one; i.e., the cation bed, all the mineral salts are changed into corresponding acids. For instance, calcium, sodium, potassium, certain organic compounds, etc. are removed, and are replaced by hydrogen ion in solution. The syrup is then passed through the second bed and this removes the acid by actual removal of the acid molecule. These resins are used in these beds in much the same manner as in the case of sand filtering. They can be used over and over again, because they are capable of being regenerated. A strong acid is used to regenerate the cation bed, while a caustic acid solution is employed in a similar manner in the anion process.

### Removal of "Haze"

In addition to removing inorganic matter; i.e., the ash constituents, these synthetic ion exchanges are known to effect considerable purification by removal of the coloring matter. The organic acids, nitrogenous substances, etc., which are also color formers are removed as well. These compounds the chemist may call "suspended colloidal matter," but in ordinary language, they can be termed "haze."

It can readily be seen that in doing this type of purification, which previously was partially accomplished by treatment of the syrups with boneblack, fine carbon, or other refined materials, the syrup will come out minus a great many of the substances which effect its original and continued brilliancy, its original color, the aging qualities; i.e., the color development due to storage or standing over a length of time.

This treatment gives a syrup that is more resistant to the development of color when heat is applied to it continuously. In removing these deleterious substances normally found in syrup as a result of the acid hydrolysis of the starches from which they are made, they further result in corn syrups that have no flavors attributable to these impurities. For instance, in the high purity syrup, the one with the high dextrose equivalent, there is no suggestion of a bitter or off flavor. All you taste is the natural bland sweetness of the product, and hence when used in confections, it will not adversely affect the flavor that the user wants in preparing this particular item.

An average analysis of syrups of high dextrose equivalent content that have not been treated in this manner will give roughly the following results:

Be'	43°
D.E.	62.8
pH	5.0
SO <sub>2</sub>	.001
Ash	0.34

Depending upon the completeness of the refining process at the moment, these syrups may be absolutely as clear as the one treated with the ion exchange system, but this is a haphazard occurrence and it not steady. Very often, there may be quite an opalescence.

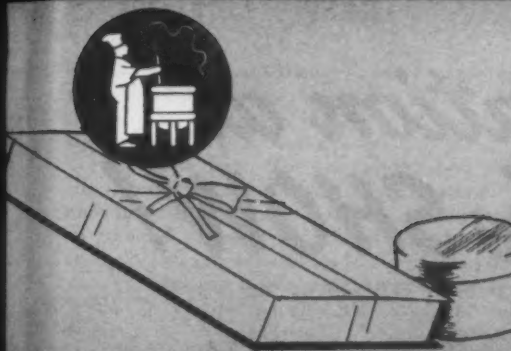
One should notice the high ash content in these syrups, as this is an indication of the effect of the ion exchange treatment. In addition, the color, as measured by methods of obtaining what we call "optical density" will be between 2.0 and 3.0, when the old methods of refining are

(Please turn to page 68)



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# Candy PACKAGING

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THIS SECTION APPEARS MONTHLY IN THE MANUFACTURING CONFECTIONER

## New Candy Packages Feature Market

by CLYDE C. HALL

*The Manufacturing Confectioner*

WITH ALMOST 99 PER CENT of all items that reach the consumer through retail outlets moving in some type of container or package, 1949 will probably be the most important year of the decade insofar as the advancement of certain types of new packaging and packing methods, machinery, and techniques are concerned. Such is the view of J. D. Malcolmson, packaging vice-president of the American Management Ass'n, as the \$6,000,000,000 packaging industry and users of its products prepare for the 18th National Packaging Exposition and AMA Packaging Conference, to be held during National Packaging Week May 9-13 at Atlantic City. Also technical advisor to Robert Gair Company, Inc., Mr. Malcolmson states that, as a result of increasing management emphasis on improved methods for consumer and industrial packaging, packing, and shipping, packaging is being regarded more and more as a key to lower production costs and greater sales.

In the confectionery industry, candy packaging executives and management have already made 1949 a note-

worthy year in turning to improved packaging as a potential key to lower production costs and greater sales.

Close attention to package design which will present the product to its best advantage was evident in the champions of the 1949 Box Competition sponsored by the Folding Paper Box Ass'n of America. Top winner in the confectionery field was the Y&S Lozenges carton and display of the National Licorice Co. (These prize winning packages were analyzed in the *Packaging Clinic of THE MANUFACTURING CONFECTIONER*, as Code PK2B49 and Code PK2C49, February, 1949, p. 40—Ed.) This box with a black background suggests the nature of the product while contrasting pleasantly with the actual coated lozenges which are visible through a window. Honorable mentions in this division were awarded to Wrigley's gum display cartons; Blum's candy gift box, a replica of a San Francisco cable car; and the "Little Doctor" candy pill package of Empire Products, Inc. (This was also analyzed in the February issue of *THE MANUFACTURING CONFECTIONER*, as Code PK2G49, on p. 43—Ed.)

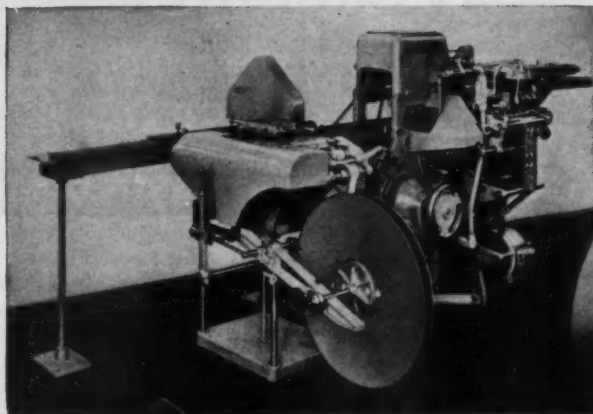
With the Y&S new cartons reported already materially increasing sales of the National Licorice Company's pastel sugar-coated lozenges, the case history of this pack-



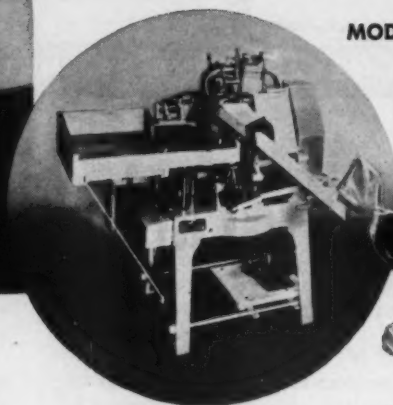
WINNERS IN THE confectionery field 1949 Box Competition of the Folding Paper Box Ass'n of America are shown in the photo at left. Top winner was the Y & S carton and display of the National Licorice Co. Honorable mentions were awarded Wrigley's gum display cartons; Blum's candy gift box—a replica of a San Francisco cable car; and the "Little Doctor" candy pill package of Empire Products, Inc. (These prize winning packages were analyzed in the *Packaging Clinic of THE MANUFACTURING CONFECTIONER* for February, p. 40—Ed.)



# See them in operation at the SHOW!



**MODEL DF-1**



**MODEL 22-B**



## **MODEL DF-1**

Fashions smooth-surfaced, box-like wraps for irregularly-shaped bars. Features a Roll-type Card Feed which uses cardboard in economical roll form... Cuts and scores cards automatically—makes large savings on material costs. Has a speed of 140 bars per minute. Can be equipped with an Auxiliary Bar feed which greatly accelerates feeding.

## **MODEL 22-B**

Wraps hard-boiled or soft-center candies individually at speeds of 120 to 150 per minute. Handles cylindrical pieces, short sticks, square toffees, small pops, etc. Adaptable to a variety of wrapping materials. Makes an especially tight fan-tail twist on which printed matter may appear.

The DF-1 and 22-B are typical of over 80 models in the "PACKAGE" line. Fast, modern, economical to operate—these popular machines meet every wrapping need of the confectionery field... They are the consistent choice of the leaders in the industry.

So whatever your particular wrapping problem, you'll find the answer at "PACKAGE". Why not talk it over with us at the Show?

## **PACKAGE MACHINERY COMPANY**

SPRINGFIELD 7, MASSACHUSETTS

NEW YORK CHICAGO BOSTON CLEVELAND  
ATLANTA DENVER LOS ANGELES SAN FRANCISCO  
SEATTLE TORONTO MEXICO D.F.

## **CONFECTIONERY INDUSTRIES EXPOSITION**

Hotel Stevens, Chicago • June 6-9

**BOOTH 301**

age is interesting. Although a black candy box is somewhat unusual, it was selected to provide contrast with the product contained, which is gayly sugar-coated in six pastel colors, and also because the base of the product itself is licorice. The lozenges are now sold in a striking family of three new folding cartons. Two candy cartons with transparent double window effect are printed in emerald green and black, with stopped-out white lettering. The larger size holds a half pound, the smaller size  $1\frac{3}{4}$  ounces. A two-piece covered display unit, which holds 24 of the smaller size cartons, completes the family.

#### New "Nine-Way" Program

Adoption of a new nine-way packaging program to merchandise the "Societe" candies by Imperial Candy Co., of Seattle, achieved a startling 1800 per cent sales increase for the first year and sales are still rising, it is reported. Prior to adoption of the program, Imperial had been packaging each of its full-variety line of hard candies in a single style of bag. After five months' work with a converter, Imperial's sales manager, H. E. Haggard evolved the new line of nine bags. Each is identical in design but different in color. Each of the color combinations bears a descriptive legend, such as "Licorice Bits" or "Lemon Drops." When placed on a display rack, the run of warm colors and the singularity of design achieve an attention-getting effect. Imperial now packages 19 varieties of hard candies under the nine bag categories and is also merchandising "Chocolate Creams" with similar success. New trademark for the line is a schoolgirl in a Scotch plaid skirt and pigtailed standing next to the "Society" brand.

Enthusiastic reception of its new printed bag and new display carton for "Butter Mints" of Vernell Fine Candies, Inc., of Seattle, is also reported by Park Westover, Vernell president. To provide adequate protec-

tion for the mints, the bag is fabricated of wax laminated film to film packaging material. Printing is in two-color rotogravure, and design is simple and effective. Against a cool opaque aluminum background, on which "Butter Mints" is printed in continuous rows, a sprig of bright green mint rises through the center of the bag's face. A banner with "Vernell's . . . Fresh Butter Mints," also in green, is set into the sprig of mint. The design suggests the clean, cool flavor of fresh butter mints. An open area is provided to show the product.

Encouraging trade acceptance of the new family design for Flavour Candy Company's one-pound boxes of "Michigan Mints," "Wisconsin Dairy Butters," and "Crystal Rock Candy" has confirmed "our conviction that we have made a definite step forward in confectionery merchandising," says Ira Golan, general manager of the Chicago firm.

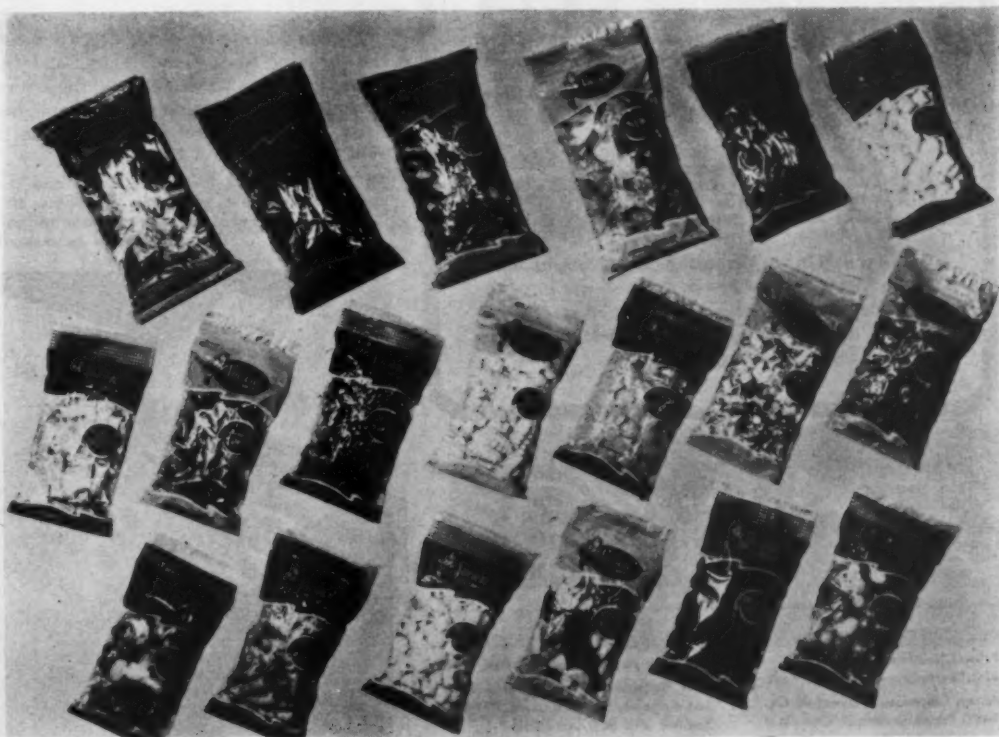
"After an exhaustive study of the market and merchandising trends," explains Mr. Golan, "the style and design of these packages were chosen over many others. We believe that we have achieved a nearly perfect balance of quality product with a quality package, popularly priced. All of these packages were designed with the following ideas in mind: (1) a quality package for quality merchandise, (2) popular price, (3) the consumer's desire to see the merchandise, and (4) practical and attractive counter display.

#### Transparent Acetate Covers

"The covers are made of a strong, replaceable, transparent acetate, through which the attractively cellophane wrapped candy can be seen. We have developed the slogan 'The see-thru candy in the see-thru box.'

"The packages are designed to lend themselves to almost unlimited display possibilities for large or small retail counters. The colors and overall patterns have

ADOPTION OF a new "nine-way" packaging program to merchandise its "Societe" candies by Imperial Candy Co., of Seattle, zoomed sales 1800 per cent. New line of nine bags has identical design, but bags differ in color. Each has descriptive legend to indicate candies.

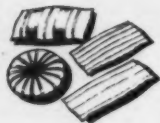


# IT CURES DAMPNESS



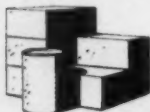
## the Candy Industry's Headache

**Desiccite #25® is a moisture adsorbent that picks up water vapor from the air. Maintaining a low humidity atmosphere inside the container with Desiccite #25 is rapidly becoming standard practice in the candy industry.**



Desiccite #25 works four ways:  
1. Candy packaged with Desiccite #25 does not stick, lose gloss or flavor and will not crystallize. Desiccite #25 eliminates the necessity for sanding and individual wrapping.

2. By increasing storage, shipping and shelf-life, candy production schedules can be leveled out. Savings in overtime operations alone more than pay for Desiccite #25.



3. Returns of moisture-damaged candy are eliminated - retailers can buy larger stocks - safely store and display a greater variety.

4. Retailer's sales automatically increase because the consumer buys more candy when it has more flavor and eye-appeal.



Write today for information and recommendations for profitable, practical packaging procedures. Your moisture problems can be solved by writing to your nearest Desiccite distributor, presenting full details.



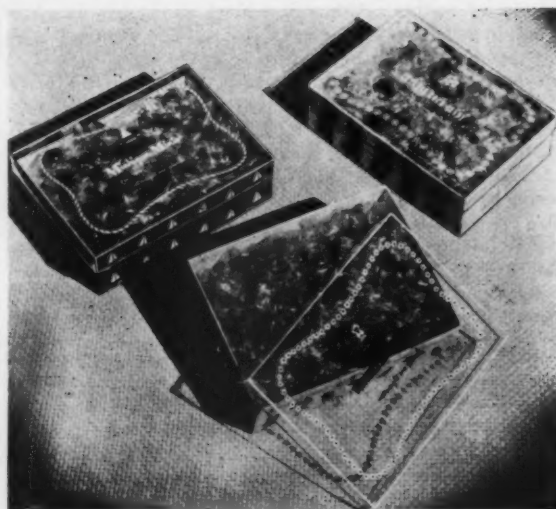
Write for name of agent in your country  
Escriba para la nombre del agente en su país  
Escriba para el nombre del agente en su país

### Filtrol®

General Offices:  
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**DESICCITE DISTRIBUTORS**  
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Eaton Chemical & Dyestuff Co.  
1490 Franklin Street, Detroit 7

Gulf Coast Industries  
P.O. Box 1089, Corpus Christi, Texas  
L. H. Butcher Company  
Los Angeles, San Francisco, Portland,  
Seattle and Salt Lake City



**TRANSPARENT ACETATE COVERS** feature new family design of "Michigan Mints," "Wisconsin Dairy Butters," and "Crystal Rock Candy" of Flavour Candy Co., Chicago.

been chosen because of their universal appeal to young and old alike.

"Each package has a brief slogan and its own distinctive pattern. The 'Michigan Mints' box has the words 'Cool as a lake breeze' and sail boats printed on it. The colors blend perfectly with the candy and impart a pleasant, cooling effect.

"'Rich in food energy' is the theme of the 'Wisconsin Dairy Butters' box. The pattern consists of alternate pictures of a butter churn and a cow's head. On the cover is a daisy chain. The golden effect of the amber cellophane is greatly emphasized by the complementary colors of the box, and the complete package has a great amount of visual as well as sensuous appeal.

"Snow flakes were chosen as the most ideal pattern for the 'Crystal Rock Candy' box, and the slogan 'Crystal clear, flavour pure' completes the overall design. Choice of colors was particularly difficult with this package. Gray and red stripes with navy blue for the snowflakes

**FAST IDENTITY** of the brand name and positive "sell" are incorporated in new packages, wrappers of George Ziegler Co. Complete revision of all printed material, as part of merchandising plan is also announced.





# Sweet Sale ...

# FOR SOMEBODY!



**Your Package** has to stop 'em and sell 'em quick! Folks who swap cash for candy are getting mighty choosy. . . . Milprint packages have been winning applause that counts for candy men for more than 50 years. Printed Cellophane, Glassine and Foils in rolls, sheets and bags and handsomely lithographed box wrappers are among the wide range of materials Milprint designers and craftsmen fashion into sales fetching confection packages. . . . Whether you make bars, pieces or box candies your local Milprint man can help you. Call him today.



**SAYS CANDY DANDY**—"Milprint can do a sweet job on your point-of-sale material — lithographed displays, window strips and other promotional pieces so important to your product's success."



Lithographed Box Overwrap



Printed Glassine Bar Wrap



Printed Foil Bar Wrap



Printed Cellophane Bag

**Milprint** INC.  
PACKAGING MATERIALS  
LITHOGRAPHY & PRINTING

GENERAL OFFICES, MILWAUKEE, WISCONSIN  
SALES OFFICES IN ALL PRINCIPAL CITIES

Printed Cellophane, Pliofilm, Acetate, Glassine, Plastic Films, Foils, Folding Cartons, Lithographed Displays, Printed Promotional Material

# DETECTO SCALES

There's a precision-accurate Detecto Scale for your specific weighing and counting need. The Detecto helps increase production, yet assures you maximum accuracy by making slightest weight discrepancies immediately visible.

## DETECTO-GRAM NEW PACKING SCALE

Another Detecto-Gram Scale for weighing your ingredients accurately. New Model #8800 brings to your heavy duty weighing jobs the mechanical accuracy previously found only in small scales. Capacity 1/4 ounce to 60 lbs.

Write for Literature.



## DETECTO • SCALES • INC.

MAKERS OF FINE SCALES SINCE 1900  
545C PARK AVENUE • BROOKLYN 5, NEW YORK  
SCALE ENGINEERS IN ALL PRINCIPAL CITIES

PUT

PACKAGING

PROBLEMS

*To Flight!*



Does the success of your business require efficient, economical packaging materials? Then you need ribbonzene with this trade mark. Next time you buy—order

## Eagle Brand RIBBONZENE

This rayon ribbonzene has over twenty-five years of successful use in the trade. Now available in 22 brilliant colors, and two all-purpose widths.

Sold through Jobbers. For further information see your distributor or write to Dept. C-2.



**HAJRAY SALES CO.**

605 Broad Street  
Newark 2, N. J.

SALES AGENTS: U. S. RAMIE MANUFACTURING COMPANY

and script were decided best suited for the myriad of colors in the candy."

A complete revision of all printed material is part of a new packaging program of the George Zigler Candy Company, of Milwaukee. The theme of the new print and package design features a modernized rectangular Ziegler "seal" which is incorporated into eight lines of candy bars, the 24-bar cartons, general purpose bulk candy cartons, and three sizes of packaged boxes for the premium line of "Betty Jane" chocolates. The design will also be carried on all business forms, checks, bank drafts, and stationery.

## Strong Brand Resemblance

Strong brand resemblance has been established on the individual bar wrappers by using the "seal" in bold reverse, with the logotype of the bar name and layout conforming to the trade name in general tone. Distinctive colors distinguish the various bar wrappers.

Typifying the new design treatment, colors selected for the wrapper of Ziegler's "Giant Bar" are chrome yellow, white, and Van Dyke brown. Greater visibility was given to the name "Giant" by using a distinctive lettering that permits it to dominate the wrapper even though reduced one-quarter in size. With the new layout and colors styled for eye appeal, with an established increase in visibility and shaper contrasts, the general appearance is one of freshness and faster impulse in registering on the buyer's mind, the designers indicate. Vertical stripings formed by the adjoining wrappers in a box give visual "sell" to the related brands and enhance the massed box effect.

Two color wrappers are dominant in the new layouts. Savings over the previous four- and five-color wrappers have been utilized in improving bar quality and increasing size.



NEW BAG FABRICATED of wax laminated film to film packaging material is being introduced by Vernell Fine Candies, Inc., of Seattle. Printing is in two-color rotogravure. New display carton for the "Buttermints" is also shown.

THE MANUFACTURING CONFECTIONER



How  
do your  
candies rate on

# Impulse Sales?

It's an oft-told story these days that more than 62% of all candy is bought on impulse—"unplanned purchases", some people call them.

It goes without saying that it is only the beautiful package that attracts the eye—the attention—is picked up and finally bought. It's just as true that unless the package is strong and protective the customer won't be fooled into buying a second time.

Oneida numbers among its satisfied customers hundreds of manufacturing confectioners. Oneida candy packaging is an integral part of the two billion dollar candy industry. We believe our approach to candy packaging will prove highly interesting to you. Samples are yours upon request. No obligation to buy—just look at them!

It pays to package for impulse sales!

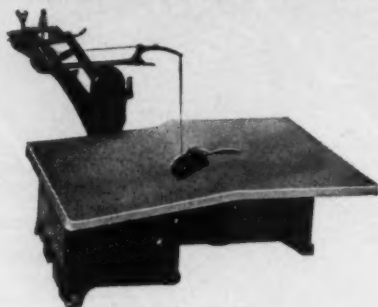


Manufacturer and Converter

**ONEIDA**  
*paper products, inc.*

Plain and Printed Specialty Bags • Cellophane Envelopes • Printed Rolls and Sheets

## TIE BOXES, PACKAGES FASTER, EASIER with the SAXMAYER NO. 6 BUNDLE TYING MACHINE

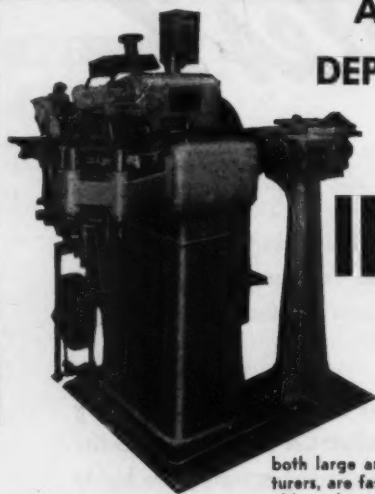


Latest addition to the SAXMAYER line is this highly efficient machine especially suited for tying confectionery products. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

Whatever your tying problem, there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

**NATIONAL BUNDLE TYER CO.**  
BLISSFIELD, MICHIGAN

**ALWAYS  
DEPENDABLE**



**IDEAL  
WRAPPING  
MACHINES**

The satisfaction of KNOWING that their wrapping machines will give EFFICIENT, UNINTERRUPTED SERVICE AT ALL TIMES is just one reason why candy manufacturers the world over prefer IDEAL Equipment. These machines, suitable for

both large and small manufacturers, are fast, always dependable and economical. The SENIOR MODEL wraps 160 pieces per minute; new HIGH SPEED SPECIAL MODEL wraps 325 to 425 pieces per minute.

Both machines are built for the most exacting requirements and carry our unqualified guarantee.

Write For Complete Specifications and Prices

**IDEAL WRAPPING MACHINE**

EST. 1906

MIDDLETOWN, N. Y. - - - U. S. A.

## What's New IN CANDY PACKAGING

The products described help keep you up-to-date on new packaging equipment and materials of all types. The items below are coded for your convenience. For any further information, write to The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill. Use the coupon.

### Transparent Counter Display Unit

These transparent plastic counter dispenser pails aid greatly in introducing new confectionery and nut products, it is said. Regarded as "penny catchers", these dispenser pails are imprinted with whatever advertising copy the users desire. Increased sales by the use of the pails are claimed by the manufacturer. Code P5M49.

### Package Designing

Specific designing of a "family" set of packages or single packages is done by the designing department of this packaging company. The artists will specially design a set of "family" packages for easy display and year around selling. A product will be given regular buying appeal and take advantage of seasonal peaks, through the efforts and talents of the firm's artists. Companies are invited to send their problems and requests for new designs to the packagers. Code P5B49.

### Cellophane Lollypop Handles

Flexible solid cellophane handles made from new cellophane "trims" are now available. Outstanding features of handle are safety, sanitation and a minimum of saliva absorption it is stated. Handles are produced in five colors. Manufacturers can make the handles in any desired length or diameter and no changes are necessary where machines are now using wood or paper handles. Code P5C49.

### Insulated Bags

Chocolates can be protected from the outdoor temperature extremes between store and home with these insulated bags. The candy will not lose its color or taste and will retain perfect appearance, it is said. Code P5G49.

### Box Padding

Box padding with the packer's brand and company name stamped on the pad is said to increase appreciably the advertising value of a package. This individualization of candies will be done in design desired for the candy manufacturer by the processor. Circle Code P5R48.

### Heat Sealing Bag Machine

This machine is reported capable of making 120 double sealed bags per minute of most heat-sealed material. The machine has two sealing processes, heat and adhesive. Silicone rubber pressure pads are now standard

... Among Specialty  
Bag Companies



# 12 out of 12 buy Riegel

All twelve of the largest  
specialty bag companies  
buy Riegel Papers  
regularly

Among the makers of specialty bags, and in many other fields, you will find most of the sales leaders are regular Riegel customers. They buy from us because they know we can make packaging and industrial papers that combine technical excellence with economy and production efficiency. Their confidence in Riegel is an important reason why your company—whether large or small—should see if we can also help you. Write to Riegel Paper Corporation, 342 Madison Avenue, New York 17, N. Y.

**Riegel Papers**

We produce over 600 different packaging, printing, converting and industrial papers. If we don't have what you want, we can probably make it.

# L.S.M.S.C.\*

**\* Let's Stop Moisture, Sampling, Contamination**

... let's give retailers the kind of package sealing that means longer shelf life ... let's give consumers the good product we made, not the poor product it becomes when the elements or samplers get at it.

ASK about Filma-Seal MSP—18... one of 25 special innerseals furnished in and applied with Gutmann screw caps.



## Filma-Seal Closures

\*Reg. U.S. Pat. Off. and abroad

Filma-Seal  
CAP AND SEAL APPLIED AS ONE



**FERDINAND Gutmann & COMPANY**  
SINCE 1890

3617 14th AVENUE • BROOKLYN, N. Y.

Circle Code Numbers and Mail Coupon for Literature on Any Item Discussed in This Section to The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

P5B49 P5C49 P5D49 P5E49  
P5F49 P5G49 P5H49 P5K49  
P5M49 P5R49 P11N48

Name.....  
Firm.....  
Address.....  
City..... Zone..... State.....

equipment. The heat sealing bag machine can make double sealed bags in flat, gusset, single-wall or duplex types. Size ranges are two to 9½ inches wide and three to 16 inches long with change-over time from one bag size to another in a matter of minutes, it is reported. Code P5E49.

### Multi-Unit Wraps Machine

This machine can be adjusted for different sizes and its wide range makes it possible to wrap a variety of products, the firm reports. It is adaptable to practically any type of wrapping material and, when equipped with an electric eye, registers roll-form printed material perfectly. The firm states the machine has a speed of up to 100 packages per minute. Code P5D49.

### Transparent Bags

Attractive transparent bags, strong and protective, are available for an increased volume of impulse sales. This firm also has on stock cellophane envelopes, printed rolls and sheets, and plain and printed specialty bags. Code P5H49.

### Ribbons for Candy Packages

Ribbons in numerous brilliant colors and in all-purpose widths are available from this firm for enhancing the attractiveness of candy packages. Assortment includes ribbons designed especially to add to "eye appeal" of the packages and to attract attention of customers. Code P5F49.

### Embossed Glassine

A new type of embossed glassine is now being marketed. It is embossed exclusively for confectioners, and is specially treated and grease-proof. It is available from stock in two different weights. Samples and prices are available upon request. Code P11N48.

### Moisture Adsorbent

To protect candy during shipment, storage and shelf-life from damage due to moisture this firm has introduced tasteless, odorless pellets that pick up water from the air. The desiccant can prevent great damage caused yearly to stocks of manufacturers, as well as jobbers and retailers, the processors state. The desiccant is available in several sizes and forms for bulk or individually wrapped cartons and boxes. Code P5K49.



## A Sure Cure for Ailing Sales!

Weinman Brothers transparent plastic boxes make confectionery and nut products appealing and appetite-provoking. If your sales can stand a boost, try a Weinman transparent container and watch results.

TRANSPARENT  
BOXES AND COUNTER  
DISPENSERS ATTRACT  
THE PASSING SHOPPERS'  
LOOSE CHANGE!



TRANSPARENT  
COUNTER  
DISPENSER PAIL

**Weinman Brothers, Inc.**  
3260 W. GRAND AVE., CHICAGO 51





# HOW and WHY CANDY MERCHANDISING SELLS CANDY

## Industry Coverage

Reaches 9,590 volume-selected buyers of candy (by CCA audit)—more than 3,000 more than the next three top candy magazines and newspapers combined. Published every other month, February through December, in six helpful "market-timed" issues.

## Directory Services

For 16 years, the December issue has been the *only* directory of commercial candy manufacturers published in the U. S. Listings include over 830 key firms in over 60 classifications of candy products. Advertisers' trade names are shown in a special department.

## Buying Power Readership

More than 1,000 written statements received from volume candy buying firms show the intensive readership and pulling power . . . show how candy manufacturers' advertising messages are read and acted upon . . . show *these* volume buyers want candy buying information.

## Editorial Excellence

Timely, *exclusive* "how to boost candy sales" feature articles, studied analyses of candy selling techniques and trends keynote the year-'round editorial policy . . . the industry's *only* editorial presentation for volume buyers exclusively.



**FOR MORE DATA:** Additional information on how to reach the 9,590 volume-selected candy buyer readers of CANDY MERCHANDISING will, upon request, be promptly sent you. Write, wire or phone one of the three convenient "CM" offices today.

*An Allured Publication*

## CANDY MERCHANDISING

Chicago: 400 W. Madison St.—Franklin 2-6369  
New York: 303 W. 42nd St.—Circle 6-6456  
Los Angeles: 412 W. Sixth St.—Tucker 4370



# CANDY PACKAGING CLINIC

*AS AN EXCLUSIVE SERVICE to the confectionery industry, the Candy Packaging Clinic of THE MANUFACTURING CONFECTIONER each quarter studies and analyzes packages and wrappers of candy manufacturers. The findings by the Clinic's impartial board, as reported below, are made without charge. Firms are invited to send in packages.*

## CODE PK5A49 Whipped Cream Fudge

**Description of Package:** Circular, transparent rigid acetate container. Purchased in a Chicago railway station drug store at \$1.50 a pound.

**Size and Shape:** Circular: about 7½" in diameter and 1" in height.

**Materials:** Transparent rigid acetate container with metal bottom.

**Design:** Name of firm and candy appears in gold lettering slightly off center at top of cover. Imprinted white lace on side circles entire container. Transparent plastic fudge knife shows through container and offers added sales appeal.

**Colors:** Gold and white.

**Typography:** Very little used, as ingredient table is label pasted on metal bottom of container. This is good, however.

**Originality:** Good.

**Class of Trade:** Drug, department, and candy shop.

**Appearance of Box on Opening:** Very good.

**Box Findings:** None.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** Simplicity of container is well designed to enhance attractiveness of fudge, as ready visibility makes this particular candy especially inviting. Plastic knife showing through cover of container offers additional sales appeal and novelty.

## CODE PK5B49 Chocolate Orange

**Description of Package:** Square, full telescope package. Sent in for analysis as PK5149. No price stated. Weight: 2½ oz.

**Size and Shape:** Square: 4¼" x 3½" high.

**Materials:** Boxboard covered with white wrapper. Die cut folding forms of chipboard are used to hold candy orange in place. Circular paperboard stand is affixed to candy for aiding in display.

**Design:** Oranges and orange blossoms in color on top and all sides but one. This side contains data on candy piece and how to peel wax coating.

Printed matter is in light green and framed in pastel blue.

**Colors:** Green, blue, and orange on white.

**Typography:** Good.

**Originality:** Very good.

**Class of Trade:** Department, drug, and candy store.

**Appearance of Box on Opening:** Good.

**Box Findings:** Circular, die cut protective forms for holding candy orange in place.

**Sales Appeal:** Good.

**Display Value:** When used with display stand, package is opened and orange removed. Package is not itself a display item, although in mass display it would be highly attractive.

**Remarks:** A cleanly designed and attractive package. Suggest, however, package design be changed on one panel at least so that package will convey greater impression of candy. Present design panel containing this information is somewhat "weak." When used with display stand and orange is removed, however, package offers good display value.

## CODE PK5C49 Chocolate Assortment

**Description of Package:** Rectangular, one-layer, full telescope, double extension edge, padded top. Cellophane wrapped. Sent in for analysis as PK5249. One pound. Price: \$1.75.

**Size and Shape:** Rectangular: 11¼" x 6¼" x 1¼".

**Materials:** Boxboard covered with gold foil. Top panel also has glued on padded top of cream colored paper representing vellum. Cellophane.

**Design:** Name of firm in raised gold lettering in center of top panel. Weight and city on opposite end, also in gold. Gold label is pasted at right end of one side panel. Padded top is made so that extension edges serve as gold border.

**Typography:** Very little used, but this is good.

**Originality:** Fair.

**Class of Trade:** Drug, department, and candy store.

**Appearance of Box on Opening:** Good.

**Colors:** Gold on cream.

**Box Findings:** Wax paper and gold (with silver backed) foil liners serve as lifts. Brown wax paper cups. Two pieces of cotton on glassine wadding.

**Sales Appeal:** Fair.

**Display Value:** Fair.

**Remarks:** Package loses some display and sales value in that design does not indicate contents are candy. Suggest candy contents be identified on main panel more prominently with some descriptive lettering.

## CODE PK5D49 Chocolate Assortment

**Description of Package:** Cream colored, rectangular, full telescope, padded top. Sent in for analysis as PK-5349. One pound retails at \$1.60. Single extension edge on bottom.

**Size and Shape:** Rectangular: 9¾" x 6½" x 1¼".

**Materials:** Boxboard covered with flint coated cream paper. Wine colored red ribbon used diagonally across corners.

**Design:** Simulated cameo in red reverse printing in center of top panel bordered with eccentric gold ellipse. Printed ribbon of red contains gold lettering identifying firm beneath this cameo. Name of candy at upper left corner, additional descriptive data in red at lower right. Ingredients on left top corner of side panel. Firm name on opposite side in red.

**Typography:** Little used, but this is good.

**Originality:** Good.

**Colors:** Wine red and gold on cream.

**Class of Trade:** Drug, department, and candy store.

**Appearance of Box on Opening:** Good. Half wrapped gold foil dividers make for pleasant and orderly arrangement.

**Box Findings:** Glassine liner, cotton on glassine wadding, white lace paper flaps. Half wrapped gold foil board dividers.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** A clean appearing package. Suggest, however, that lettering be made more harmonious, as style

seems to clash somewhat with general design.

#### CODE PK5E49 Assorted Chocolates

**Description of Package:** Cream colored, one-layer, rectangular, full telescope, padded top. Sent in for analysis as PK5449. Half pound retails for 85 cents.

**Size and Shape:** Rectangular: 7" x 5" x 1 1/4".

**Materials:** Boxboard covered with flint coated cream paper. Red wine colored ribbon used diagonally across corners.

**Remarks:** This is half-pound size of package described in PK5D49 above. Convenient size and shape are especially noteworthy.

#### CODE PK5F49 Spiced Gum Drops

**Description of Packages:** Cream-yellow, full telescope set up folding box with interlocking ends. Cellophane wrapped. One pound purchased in a Chicago railroad station restaurant.

**Size and Shape:** Rectangular: 6 1/4" x 4 3/8" x 1 3/8".

**Materials:** Coated boxboard. Cellophane.

**Design:** Name of candy is die cut in large letters across center of main panel. Cellophane is pasted beneath

die cut and serves as window. Name of firm in white and red lettering across top of main panel. Balance of candy name in red is immediately below die cut window. Candy identified in brown and red on two long sides. Trade name in white and red on end panels. Contents and name of firm in small, brown printing at bottom of main panel.

**Colors:** White, red, and brown on yellow cream.

**Originality:** Excellent.

**Typography:** Good.

**Class of Trade:** Candy, drug, and department store.

**Appearance of Box on Opening:** Good.

**Box Findings:** None.

**Sales Appeal:** Very good.

**Display Value:** Very good.

**Remarks:** An especially attractive package for this type of candy. Well made and serving to emphasize the freshness and inviting colors of the contents.

#### CODE PK5G49 Chocolate MM Eggs

**Description of Package:** Rectangular, locking top egg carton of folding set up box type. Purchased at a Chicago railroad station candy stand. Price: 29 cents for 8 oz.

**Size and Shape:** Rectangular: 11 3/8" x 3 3/8" x 2 1/4".

**Materials:** Chipboard.



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**Design:** Rabbits and other animals centered on top panel. Drawings for children on side. Name of candy on two sides. Drawings of animals also may be cut out along indicated dotted lines.

**Colors:** Blue and red on white.

**Typography:** Good.

**Originality:** Good.

**Class of Trade:** Drug, department, and candy store.

**Appearance of Box on Opening:** Good.

**Box Findings:** None. Box is designed so that, in folding, egg crate dividers are automatically formed.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** A convenient package for chocolate marshmallow Easter eggs. Cut out feature adds added appeal for impulse buying.

## CODE PK2M49 Pineapple Cordials

**Description of Package:** Flat, folding box, tuck in ends, rectangular. Purchased at a Chicago railroad station cigar and candy stand, 2-2/3 oz., for 25 cents.

**Size and Shape:** Rectangular: 6 3/4 x 1 5/8 x 3/4" high.

**Materials:** Chipboard.

**Design:** Sliced pineapple in full color appears on left end of main panel, split pineapple cordial appears on right. Name of candy in white runs across top of main panel. Additional data appear in white and in yellow on the blue background. Pineapple chunks appear on side panel.

**Colors:** Four color printing on blue.

**Typography:** Fair.

**Originality:** Good.

**Class of Trade:** Drug, department, and candy store.

**Appearance of Box on Opening:** Good.

**Box Findings:** Brown wax paper cups.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** An attractive package that appears to offer good protection for the cordials.

## CODE PK2N49 Bubble Gum

**Description of Package:** Flat, glassine backed foil wrapper, six pieces. Purchased in a Chicago railroad station drug store for 5 cents.

**Size and Shape:** Rectangular: Approximately 4 3/4 x 2 1/4 x 1/4" high.

**Materials:** Glassine backed foil.

**Design:** Simulated currency.

**Colors:** Green, black, orange on gold.

**Typography:** Very good.

**Originality:** Very good.

**Class of Trade:** All outlets.

**Appearance of Box on Opening:** Good.

**Box Findings:** Glassine wrapper for six pieces. Red printed chipboard holder incloses coin premium.

**Sales Appeal:** Very good.

**Display Value:** Very good.

**Remarks:** A decidedly appealing package for attracting the juvenile trade.



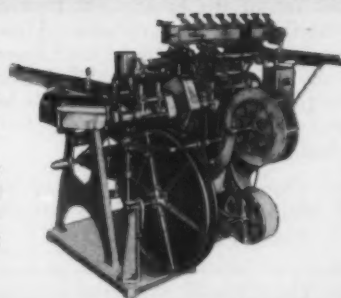
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PACKAGING  
MACHINES



GLASS FORMING  
MACHINES

for May, 1949

page 45

**JUST PUBLISHED**

# CANDY PRODUCTION METHODS AND FORMULAS

by WALTER L. RICHMOND

**A BIG 640-PAGE BOOK OF CANDY "KNOW-HOW"**

**CANDY PRODUCTION: METHODS AND FORMULAS**, now ready for prompt shipment, is a big, 640-page, extra-helpful book designed to give practical "know-how" answers to problems of candy manufacture. Walter L. Richmond, the author, is plant superintendent for Garrott Candy Company and for Jane Garrott Candies, Inc., of St. Paul, Minn. His series of articles on candy manufacture in **THE MANUFACTURING CONFECTIONER**, which drew wide acclaim of the confectionery industry, are condensations of some of the extra-helpful chapters in this important book.

In **CANDY PRODUCTION: METHODS AND FORMULAS**, Mr. Richmond describes fully the three basic operations for good candy manufacture: (1) Ingredients and Cooking Actions, (2) Mixing, Casting, Coating, Etc., (3) Trouble Shooting. Mr. Richmond tells *both* the reasons and the methods of operation. In addition, he provides carefully selected formulas for both the wholesale and the retail trade.

Whether you have a large plant or a small one, **CANDY PRODUCTION: METHODS AND FORMULAS** will prove a valuable asset to your firm. Mr. Richmond's book has 30 helpful chapters, as shown in the accompanying contents table. Its 640 pages contain 500 candy formulas and detailed production information on candies. For quick, convenient reference, a numbered list of the book's 500 formulas—grouped also under 32 main candy classifications—is provided. A comprehensive index and large diagrams showing both how to decorate Easter eggs and how to insert fruit and nuts in the centers are still additional features. Designed specifically as a production man's text, Mr. Richmond's helpful book also provides generous space alongside the formulas for notes during actual production in the candy plant.

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### CODE PK5H49

#### Fruit and Nut Egg

**Description of Package:** Rectangular, white, full telescope. Half pound egg sells for 49 cents. Purchased in a Chicago railroad station. Sealed with cellophane tape.

**Size and Shape:** Rectangular:  $4\frac{3}{4}" \times 3\frac{1}{2}" \times 2\frac{3}{4}"$ .

**Materials:** Lid is chipboard covered with white paper. Bottom is chipboard reinforced at corners with paper tape.

**Design:** Top panel: Three pink rabbits and several yellow chicks carrying large pink Easter egg tied with yellow printed ribbon. One rabbit carries green streamer which indicates type of egg. Chicks and pink fence theme is carried over to sides. "Easter Greetings" printed in purple adds personalized touch. Contents and ingredients data in light green.

**Typography:** Good.

**Colors:** Pink, green, purple, and yellow on white.

**Originality:** Good.

**Class of Trade:** Drug, department, and candy store.

**Appearance of Box on Opening:** Good.

**Box Findings:** Shredded glassine.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** An attractive package for children. Theme of the design is especially appropriate for seasonal display.

### CODE PK5I49

#### Assorted Chocolates

**Description of Package:** Rectangular, full telescope, double extension edges. One pound for \$1.75. Cellophane wrapped. Purchased in a Chicago chain drug store.

**Size and Shape:** Rectangular:  $10\frac{1}{2}" \times 6\frac{3}{4}" \times 1\frac{1}{4}"$ .

**Materials:** Gold foil and paper covered boxboard lid. Boxboard bottom is covered with white paper that is printed in gold on extension edges and border for base. Cellophane.

**Design:** Name of firm in large, raised lettering across top center of main panel. Filagree and simulated ribbons in gold foil panels at sides of top. Gold foil sides carry identification and ingredients on one side panel. Assortment listing printed in gold on white base.

**Typography:** Good.

**Colors:** Gold and wine red on cream. Gold on white base.

**Originality:** Good.

**Class of Trade:** Drug, department, and candy store.

**Appearance of Box on Opening:** Good.

**Box Findings:** Chipboard dividers. Brown wax paper cups. Cellophane liner. White calendered paper flap. Two pieces gold foil wrapped.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** An especially attractive package in which the design elements have been exceptionally harmoniously selected and combined. The design is simple yet gives exceptionally good representation of the quality contents.

### CODE PK5L49

#### Chocolate Covered Caramels

**Description of Package:** Rectangular, one-layer, full telescope. Purchased in a Chicago railway station. Price: 49 cents for 6 oz. Sealed with cellophane tape at two ends.

**Size and Shape:** Rectangular:  $9\frac{3}{4}" \times 2\frac{1}{2}" \times \frac{7}{8}"$ .

**Materials:** Boxboard lid is covered with white calendered paper. Bottom is brown chipboard.

**Design:** Name of firm in red lettering across top center of main panel. Name of candy in white reverse on green across bottom of main panel. White diamonds at each side of main panel. Name of firm also on one side panel.

**Colors:** Red, yellow, and green on white.

**Typography:** Little used, but this is good.

**Originality:** Good.

**Class of Trade:** Drug, department, and candy store.

**Appearance of Box on Opening:** Good.

**Box Findings:** Glassine liner. Brown wax paper cups.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** An eye-catching package that well demonstrates the tendency to utilization of brighter colors on candy packages.

### CODE PK5M49

#### Molded Chocolate Egg

**Description of Package:** Silver foil wrapped molded Easter egg, with egg so designed that it will stand upright on angle. Purchased in a Chicago chain drug store. Price: 69 cents for  $3\frac{1}{2}$  oz.

**Size and Shape:** A molded chocolate egg about  $5" \times 2\frac{3}{4}"$ .

**Materials:** Silver foil. Paper label.

**Design:** Two gold rabbits are printed on foil together with red, green, and blue Easter items. Rabbits are separated by a diagonal inch-wide stripe of green.

**Colors:** Gold, green, red, and blue on silver. Label is printed red on white.

**Typography:** Little used. Fair.

**Originality:** Good.

**Class of Trade:** Candy, drug, and department store.

**Sales Appeal:** Good.

**Display Value:** Good.

**Remarks:** Design is not easily distinguishable and seems blurred. Suggest band might well carry an Easter greeting to make gift more personal. Flattening of one end to permit egg to stand upright on angle gives added and exceptional display value.



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THE MANUFACTURING CONFECTIONER'S

# Candy Clinic



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of *The MANUFACTURING CONFECTIONER*.

## Easter Candies and Packages

**F**INER CANDIES and more varieties themed the Chicago Easter picture, a survey of the area by the "MC" Clinic Shopper revealed.

Chocolate, which was rationed during the war and which was sky high on the market last year, returned triumphantly in inexpensive and in intriguing shapes and forms. There were solid chocolate baskets everywhere filled with chocolate eggs, chocolate chickens, and chocolate rabbits.

A prominent chain of candy stores had something new for the children—pink, white, yellow and green rabbits and chickens made of a delicious soft consistency and weighing two ounces.

San Francisco also did a big business Easter. "Everybody was cleaned out of everything", the Clinic Shopper reported.

### Marshmallow and Fudge Chocolate Coated Pattie

**ANALYSIS:** A one and three-eighths ounce pattie purchased in a Boston restaurant for 5 cents. Appearance of container is good. Glassine bag is printed in orange, blue, and red. The appearance of the pattie and the dark coating are good. Center: marshmallow, fudge, and taste are good.

**REMARKS:** A well made pattie of good quality and eating. Code 5A49.

### Easter Bunny

**ANALYSIS:** Container is a cellulose bag printed in yellow. The appearance is good. The dark coating is fair. Center is good in color and shape and fair in texture and taste.

Purchased for 5 cents in a Cincinnati drug store. Weight is one and one-sixteenth ounce.

**REMARKS:** Suggest a better grade coating and checking of centers as they were tough and dry. Code 5B49.

### Chocolate Coated Half Coconut Cream Egg

**ANALYSIS:** Packaged in foil wrapper printed in purple and white. Imprint of bunny head in colors. Appearance of egg, size, and light coating: good. Color, texture, and taste of chocolate coconut cream center are

good. Two-ounce egg (no price listed) was purchased in a chain grocery store, Zion, Ill.

**REMARKS:** A well made cream egg. One of the best we have examined this year. Code 5L49.

### Chocolate Coated Cream Cross

**ANALYSIS:** Purchased in variety store at Waukegan, Ill., for 10 cents. The 1¼-ounce contents are in a plain cellulose bag. Name and other data are printed on cellulose in yellow. Appearance is good. Dark chocolate, molding, and shape are good. Piece is decorated with a gold

## Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

**JANUARY**—Holiday Packages; Hard Candies

**FEBRUARY**—Chewy Candies; Caramels; Brittles

**MARCH**—One-Pound Boxes Assorted Chocolates up to \$1.00.

**APRIL**—\$1.00 and up Chocolates; Solid Chocolate Bars

**MAY**—Easter Candies and Packages; Moulded Goods

**JUNE**—Marshmallows; Fudge

**JULY**—Gums; Jellies; Undipped Bars

**AUGUST**—Summer Candies and Packages

**SEPTEMBER**—All Bar Goods; 5c Numbers

**OCTOBER**—Salted Nuts; 10c-15c-25c Packages

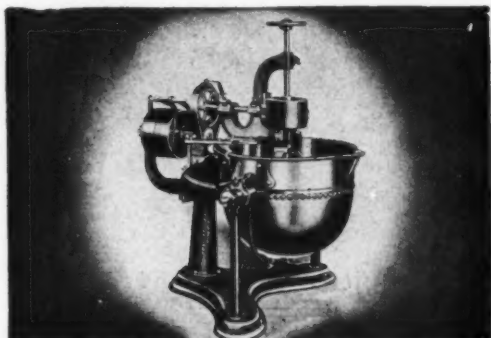
**NOVEMBER**—Cordial Cherries; Panned Goods; 1c Pieces

**DECEMBER**—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages

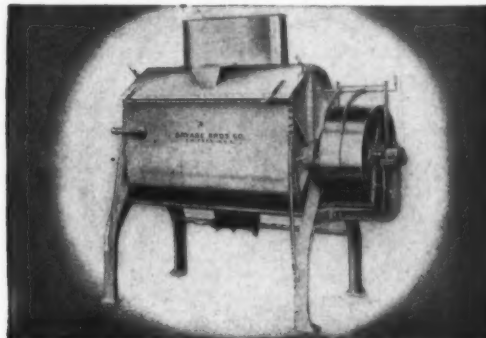


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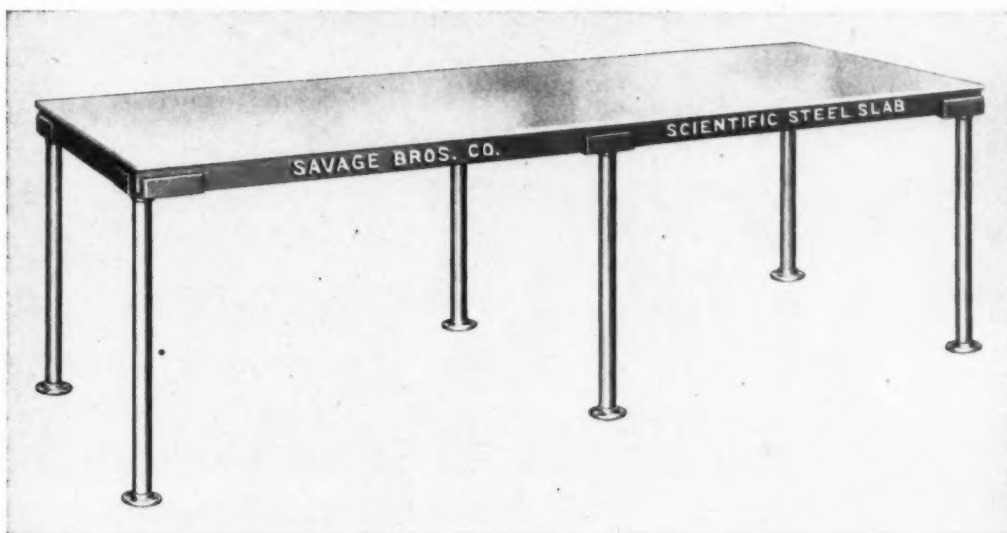
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leaf and a sugar flower. The center color, texture, and taste are good.

REMARKS: A well made piece. Molding is exceptionally well done. Code 5D49.

#### Chocolate Bunny

ANALYSIS: Seven-eighths ounces for 10 cents. Purchased in a chain store, Zion, Ill. Appearance and size of bunny are good. The wrapper is glassine printed in light green and purple. Imprint of bunny in colors. Dark coating is fair, molding is good. The pink color of the center is good. Texture is good. Flavor could not be identified, however.

REMARKS: A well made piece but suggest a more distinctive flavor be used. Code 5E 49.

#### Chocolate Coated One Half Caramel Fudge Cream Egg

ANALYSIS: Two ounces for 10 cents. Purchased in a Chicago department store. Packaged in foil wrapper printed in purple and white. Appearance, size, and milk chocolate coating: good. Center, color, chocolate fudge, and caramel: good.

REMARKS: The best egg of this kind we have examined this year. Code 5M49.

#### Chocolate Rabbit

ANALYSIS: Packaged in cellulose bag, paper clip on top printed in purple and yellow. Size and appearance of piece: good. Gloss, molding, and taste of chocolate are good. Item weighs 1¾ ounces. Purchased for 39 cents in a Chicago department store. Code 5S49.

#### Chocolate Coated Half Cherry Cream Egg

ANALYSIS: Packaged in red cellulose wrapper, foil seal printed in blue. Appearance, size and coating are good. Color and texture of center are good. Taste is fair. Sent in for analysis. No price listed.

REMARKS: Center lacked flavor. Suggest a good cherry flavor to be used to improve center. Code 5T49.

#### Chocolate Covered MM Easter Eggs

ANALYSIS: Twelve half eggs for 29 cents, purchased in a department store in Chicago. Appearance and size of package: good. Container is regular egg box printed in blue, purple. Imprint of bunnies on top. Appearance of the box on opening

(Please turn to page 59)

# SPEAS

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## CONFECTIONER'S *Briefs*

• **Life Savers Corp.:** The firm is expanding on three fronts, Board Chairman Edward J. Noble told stockholders at the annual meeting. First sales of Life Savers' 5-cent chocolate cream candy bar, "Scoop," were made on March 10 and "operations are now moving toward full production." At Port Chester, N. Y., expansion will increase floor space by about 135 per cent. Completion of arrangements to manufacture and sell "Life Savers" in Mexico is also announced, with first sales being made in January. Net sales for the firm in 1948 were \$13,066,523, a new record 6.3 per cent over 1947. Net profit was \$2,531,692.

• **Curtiss Candy Co.:** A dividend of \$1.12½ per share on preferred, payable April 15, is announced by President Otto Schnering.

• **George Ziegler Co.:** An intensive sampling operation in Milwaukee is announced. The product to be sampled is Ziegler's milk chocolate "Giant Bar". The Milwaukee Journal is carrying in its food section a large advertisement embodying a coupon good for one "Giant Bar" at any retail establishment handling the product. These coupons are to



### SPECIALTIES

**YELKIN HTS** The Standardized Lecithin. Used successfully as a basic quality control by confectioners and chocolate manufacturers for over 15 years—uniform, dependable performance.

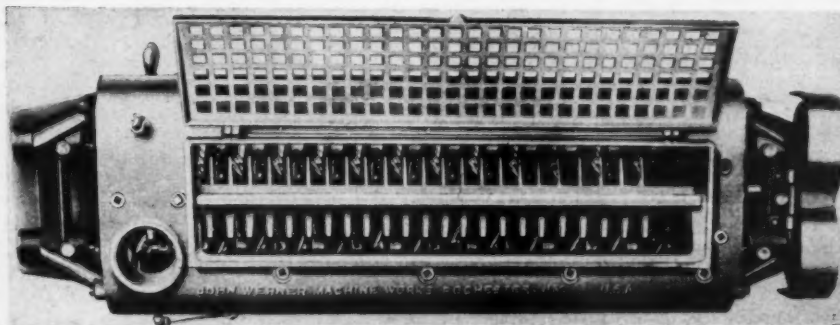
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Inside view 50" Snow Flake Cream Beater, with baffles, open top and water jacket.

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**CONFECTION MACHINE SALES COMPANY**  
 30 NORTH LASALLE ST. CHICAGO 2, ILL.

Name.....  
 Company.....  
 Address.....  
 City.....  
 State.....

be redeemed from the retailer through the normal jobbing channels in merchandise at the rate of 5 cents per coupon.

• **New England Confectionery Co.:** Richard W. Clare is named manager of marketing in charge of sales, merchandising, and advertising. Other appointments include: Wade H. Jones, advertising



**RICHARD W. CLARE** is named manager of marketing in charge of sales, merchandising, and advertising for the New England Confectionery Co., Cambridge, Mass.

manager, Walter A. Lapham, merchandising manager; and Mrs. Margaret Kedian, public relations manager. Hency C. Wright, formerly in charge of the Philadelphia territory, is named assistant sales manager to coordinate duties with the present assistant sales manager W. Arthur Warren.

• **Wm. Wrigley Jr. Co.:** Sales of chewing gum during the first two months of 1949 increased about 20 per cent over the average monthly rate of sales in 1948. J. C. Cox, president, told stockholders at the annual meeting. Mr. Cox says he expects sales and earnings for the rest of 1949 to better the average marks set in 1948, when sales reached \$61,440,166 and earnings \$11,455,144.

• **Western Candy Conference:** Lowell E. Tjaden, Chase Candy Co., San Jose, Calif., is named general chairman of next year's 4th annual Western Candy Conference, which is expected to be held in Los Angeles. About 200 candy executives attended this year's conference in San Francisco. A. C. Carrington, of Miss Saylor's Chocolates, Inc., presided. Mr. Tjaden was program chairman. Kenneth L. White, of Awful Fresh MacFralane, was treas-

**Manufacturers**

Are you looking for an experienced salesman? We can put you in touch with experienced candy salesmen and candy brokers covering practically every territory in the United States.

**WESTERN CONFECTIONERY**  
**SALESMEN'S ASSOCIATION**  
 36 E. Highland Ave. Villa Park, Ill.

urer. Regional chairmen were Alfred Beaudry, of Beaudry Bros. Candy Co.; Tom Swan; C. H. McKinstry, of Imperial Candy Co.; and J. Vern Glade, of Glade Candy Co.

Speakers included: Robert Littler, William Ottey, Irving L. Cook, Tom A. Bruce, O. C. Majors, Clarence Matheis, Hans Dresel, Philip P. Gott, Milton Duffy, William C. Eldredge, James O. Denman, Forrest May, Frank Norman, and Harry E. Peck.

A cocktail party followed by a banquet and entertainment closed the conference program.

• **Brock Candy Co.:** W. E. Brock, president, announces purchase of property at 1103 Chestnut, Chattanooga, "to provide room for possible future expansion." No definite plans have been made as yet, however, he states, and the newly acquired building will be used for additional warehouse space in the meantime.

• **Loft Candy Corp.:** Miss Doris Pratt is named display manager of Loft Candy Shops, to succeed Miss Ruth Price who has resigned. Miss Mildred Langan, manager of merchandise presentation will assist Miss Pratt. Miss Elizabeth Howell is named manager of the Loft Candy Shop in Ridgewood, N. J.

• **American Ass'n of Candy Technologists:** The first national convention of the AATC will be held June 7 in Chicago's Stevens Hotel, announces executive-Secretary Hans F. Dresel. A constitution is being prepared by C. R. Kroekel, president of Kroekel-Oettinger, Inc., and will be presented at



## california strawberry flavor

Fine as the real fruit

Excels for candies,  
ice creams, etc. Rich in  
appetizing flavor and aroma—  
tastes exactly like fresh-  
picked strawberries!

\$16.00 PER GALLON F.O.B. LOS ANGELES



### Albert Albek, Inc.

Since 1934 makers of fine flavors, food products, vanillas, etc.  
3578 HAYDEN AVENUE  
CULVER CITY, CALIFORNIA



## What texture! What body! when you use Swift's Fluff-Dried Albumen ... in your candy mix

Swift's Fluff-Dried Albumen is prepared from choicest spring-laid eggs by a special patented Swift process. Those tiny particles of top-quality albumen need no soaking ... dissolve *just like that*—without clumping ... give more candy, finer candy, every time.

Speed up your mixing and increase your profits with Swift's Brookfield Fluff-Dried Albumen, packed in handy tins.



• Order from your Swift Salesman or nearest Swift branch

## Chocolate Coatings



*by*  
**Ambrosia**  
FOOD OF THE GODS

Manufacturers of Fine Coatings Since 1894  
**AMBROSIA CHOCOLATE CO.**  
Milwaukee 3, Wisconsin

the convention for approval of AACT members. Membership totals 207, from every part of the country and from Brazil and Canada, says Secretary Dresel.

• **Steven Candy Kitchens, Inc.:** Charles A. Gerlach is named director of sales, announces Mrs. Julia C.

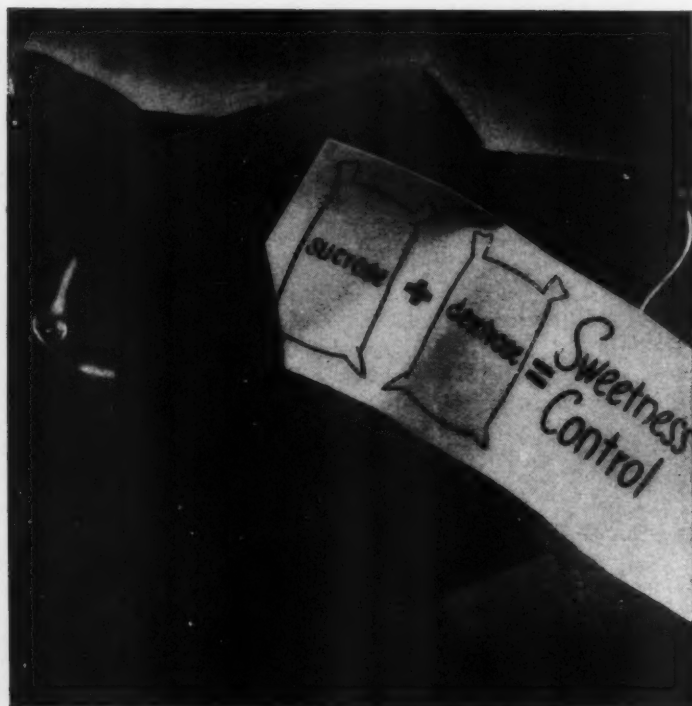


**CHARLES A. GERLACH** has been appointed director of sales for Steven Candy Kitchens, Inc., announces Mrs. Julia Steven, president. Mr. Gerlach for many years was sales manager of Pan Confections in Chicago.

Steven, president. Mr. Gerlach for many years was sales manager of Pan Confections of Chicago.

• **Melville Confections, Inc.:** E. Worthy Walters is named vice-president in charge of merchandising. New board members are: W. Melville Cribbs, president; H. C. Carmichael, secretary-treasurer; A. L. Manning, vice-president; E. W. Walters, vice-presi-

## Perhaps for you, too, the "success equation"



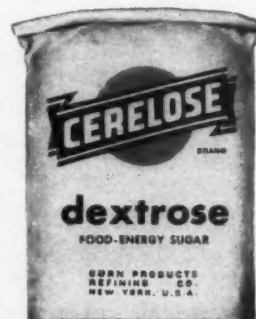
The combination of dextrose and sucrose (both fine sugars!) provides a most practical, economical and dependable means of establishing "sweetness control."

These two words sum up volumes of modern success stories based on improvements in quality, flavor and consumer acceptance.

Our Technical Sales Department is at your service — for consultation and suggestion—without obligation.

**CORN PRODUCTS SALES COMPANY**  
17 Battery Place  
New York 4, N. Y.

CERLOSE is a registered trade-mark of Corn Products Refining Co., N. Y.





dent; M. A. McGowan, assistant secretary-treasurer. All stock owned by outsiders has been purchased by the firm's employees, it is also stated.

H. B. COSLER is named production manager for Bunte Brothers. Mr. Cosler resigned recently as vice-president in charge of production of the Chase Candy Co. plants in Chicago. He was production manager of both Veribrite and Pan Confections.



• **Loft Candy Corp.:** Mrs. Catherine Mills has been named manager of the firm's new store at 32 Atlantic Ave., Lynbrook, Long Island, N. Y.

• **Philco Food Products:** Sales of this Los Angeles' specialty and wholesale candy business to A. Victor, Daniel, and Alvin Kivel is announced. The new owners will operate under the name of Specialty Candy Co.

• **Wm. Wrigley Jr. Co.:** A new 18-stick package of chewing gum retailing around 15 cents is being sales-tested in Baltimore, for the firm's "Spearmint,"

*... captures the bouquet of real ...  
fresh-ripened strawberries*

## new Imitation Strawberry Fragaria

- HARD CANDY
- GELATIN POWDERS
- FONDANTS

A new product from the laboratories of George Lueders ... Imitation Strawberry FRAGARIA gives remarkable bouquet fidelity.

Has a high boiling point to retain flavor and can be used to fortify True Fruit Strawberry.

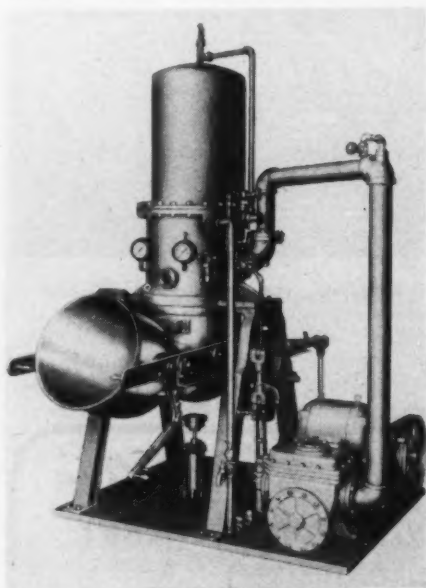
**WRITE FOR SAMPLE**

*Established Since 1885*

## GEORGE LUEDERS & CO.

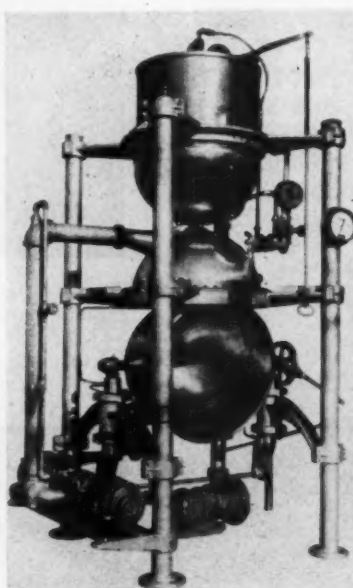
427 Washington St. New York 13, N. Y.

Chicago • San Francisco • Montreal • Los Angeles  
Philadelphia • St. Louis • Toronto • Winnipeg • Wisconsin



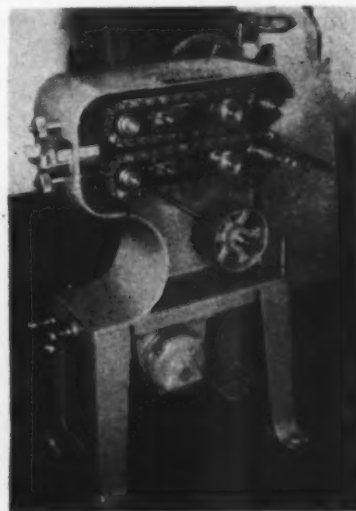
**Hohberger Continuous Giant  
Hard Candy Cooker**

Produces 600 to 2,000 pounds per hour. Fine, dry, clear hard candy. 50 of these cookers now operating all over U.S. Thermometer on cooker provides temperature gauge permitting operator to know at all times how high candy has been cooked. Sight glass enables operators to see condition of candy under vacuum.



**Hohberger Straight Sugar Cooker**

Produces 600 to 2000 pounds per hour of dry, crystal clear hard candy. An all purpose cooker; also will cook sugar with any amount of corn syrup.



**Hohberger Continuous Cutter**

Unique chain design permits highest production on filled as well as plain hard candy. Variable speed to conform to operator's ability. Up to 100 feet per minute.

**HOBBERGER MANUFACTURING CO.**

# JOHN SHEFFMAN

152 W. 42 St.

New York 18, N. Y.

*Sole Representative*

**Works Wonders!**  
**GENERAL MILLS**  
**New MODIFIED B-24**  
**WHEAT STARCH**



- ★ Greater absorption, yield!
- ★ Clear, firm gels!
- ★ No cereal taste or odor!

**This amazing wheat starch is now working wonders** in several outstanding gum candies. It is a laboratory controlled, chemically modified starch created by General Mills to meet the requirements of the confectionery industry.

Available in a range of fluidities, "55" is ideally suited for gum candies. Manufacturers report easy handling of the starch, increased yields of 2 to 4%, improved tenderness, longer shelf life, no tendency to sweat, and smaller amounts of flavoring materials needed with B-24. These advantages are possible because of B-24's high water absorption and retention capacity and because it has no cereal taste or odor.

**FREE SAMPLES:** There are many more uses for this wonder starch. Very possibly a B-24 Modified Wheat Starch can improve your candies. For information and free test samples, write or wire—

**General Mills, Inc.**

*Special Commodities Division*

400 2nd Ave. So. Minneapolis 1, Minn.    208 So. LaSalle St. Chicago 4, Ill.    Room 906, 80 Broad St. New York City 4

*A standard of quality for 68 years . . .*

**HUBINGER**

**OK**

**CONFECTIONERS' CORN SYRUP THIN BOILING STARCHES and MOULDING STARCH**

- SPRING WATER WHITE
- ABSOLUTE PURITY and CLARITY
- HAS SNAP . . . HAS SPARKLE

*Now Available for Shipment in Tank Cars or Tank Wagons*

**The HUBINGER CO., Keokuk, Ia., Est. 1881**

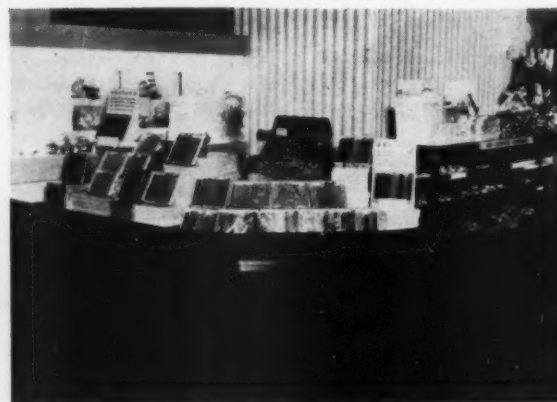


"Doublemint," and "Juicy Fruit" brands. In color and design the 18-stick package is similar to the 5-cent counterparts. Size is approximately 3 by 1 3/4 by 7/8 inches, slightly smaller than a pack of cigarettes.

• **Macy's:** A new candy department was opened April 4 by the Herald Square store in Manhattan. Macy's own "Haverill House" assortment is featured, along with other lines. A Home Made Candy Corner is also opened near Macy's book department.



MACY's new candy department, street floor, pictured above, devoted part of its displays to Easter merchandise when it opened to the public recently. Shown below is Macy's new Home Made Candy Corner which features attractive displays in refrigerated cases.



• **King Cole Candies, Inc.:** Frank Whitmer is named vice-president and general manager. Mr. Whitmer formerly was vice-president with Mrs. Stevens Candy Kitchens. King Cole also announces expansion of production capacity to include several

**TRUTASTE FLAVORS . . . Rival Nature's Own**



**Zestful, Tangy, Imitation CHERRY**  
**Full-Bodied, Rich, Imitation GRAPE**  
**Luscious, Imitation STRAWBERRY**  
**Tantalizing, Imitation RASPBERRY**

**NEUMANN-BUSLEE & WOLFE**

224 W. HURON ST.

CHICAGO 10, ILL.

new items for the Summer trade, including marshmallows and slab and deposited coconut items.

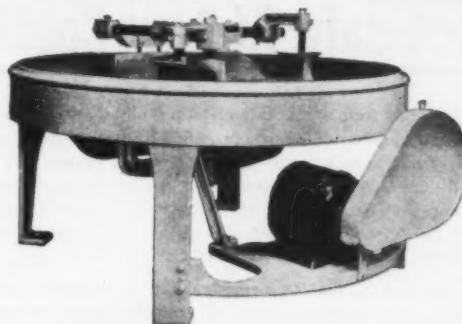
● **Golden West Candy Club:** Abe Jaffe, of the A.S. Jaffe Co., San Francisco, has been named by GWCC as its representative on the board of directors at the National Confectionery Salesmen's Ass'n convention in Chicago May 28-June 3. Mr. Jaffe also was recently named executive distributor in the 11 western states for Lewis Candy Co., of Malden, Mass.

● **Delson Candy Co.:** Melville Confections, Inc. of Chicago is new sales representative of the Delson Candy Co. in the Midwest, comprising the states of Ohio, Michigan, Indiana, Illinois, Kentucky, Wisconsin, North Dakota, and Minnesota, it is announced.

● **Loft Candy Shops:** Three new Loft subway shops, one at the Times Square station, the other two, respectively, in the Union station of the B M T. and in the IRT. station at Seventh Ave. and Fourteenth St. were recently opened.

● **Confectionery Sales:** February dollar sales of confectionery and chocolate manufacturers dropped 16 per cent from a year ago and 6 per cent from January, reports the Dept. of Commerce. Sales of manufacturer-retailers and manufacturer-wholesalers were down 8 and 20 per cent, respectively, from a year ago. Reflecting the usual seasonal gain, manufacturing-retailers' sales gained 61 per cent over January. Sales of Manufacturing-wholesalers were down 8 per cent from January.

**Quality Leader for 50 Years**  
**F & B CREAM BEATERS**  
**For Smooth, White Fondant**



Capacities: 25 lbs. to 250 lbs.  
Sizes: 2, 3, 4, and 5 ft.

*Inquiries Solicited*

**DAYTON SPECIALTY MACHINE CO.**

435 So. Patterson Blvd.

Dayton 2, Ohio

Successor to: BALL CREAM BEATER CO.

**UNIFORMITY**  
*of quality*

is a necessity in chocolate to insure your candies uniform appearance and degree of goodness. Merckens Chocolate Coatings may always be depended upon for the same high quality you have come to expect of them.



Branches and Sales Offices in:  
New York • Boston • Chicago  
Los Angeles • Philadelphia  
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**MERCKENS CHOCOLATE CO. INC.**  
Seventh and Jersey Streets, Buffalo, New York

for May, 1949

page 57



# It's Easy to Keep Floors Clean, Foot-safe At Low Cost!



**E**VER find a tougher cleaning job than separating hardened spillage from confectionery plant floors? You not only have to remove dirt, oil, grease and fat, but you have to contend with sugar, syrup, fondant, chocolate, fruit juices—deposits that call for the kind of dirt-loosening power you always get in specialized Oakite floor-cleaning materials.

Your nearby Oakite Technical Service Representative will gladly suggest ways to put your floors in spotlessly clean condition. Or send request for information about Oakite floor-washing compounds to Oakite Products, Inc., 36C Thames St., New York 6, N.Y. No obligation, either way.



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INDUSTRIAL CLEANING MATERIALS • METHODS • SERVICE

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Principal Cities of United States and Canada

# HOOTON

You'll find the hand of  
Welcome extended at  
**BOOTH 8**

**CONFECTIONERY  
INDUSTRIES  
EXPOSITION**

CHICAGO  
JUNE 6-9

**HOOTON CHOCOLATE CO.**

Fine Chocolate Since 1897

NEWARK 7

NEW JERSEY

## Book Reviews

### The Essential Oils

*Dr. Ernest Guenther and Dr. Darrell Althausen, Vol. 2, 852 pages, 1949, \$10.* The purpose of this volume is two-fold: (1) to assist the research chemist by presenting material obtained through thorough literature search thereby saving him much time, and (2) to stimulate research in the essential oil field especially on oils of which the chemical composition is partially or wholly unknown.

Data on several hundred of the most important natural constituents of essential oils have been assembled into one volume, in the form of monographs, and brought as nearly up-to-date as possible. The structural formulas, occurrence, methods of isolation and identification, and physico-chemical properties of these compounds have been described.

To facilitate the availability of the data, the constituents of the essential oils are subdivided into several groupings: hydrocarbon, alcohols, aldehydes, ketones, phenols and phenol ethers, quinones, acids, esters, lactones, coumarins, and coumarones, furan derivatives, oxides, and compounds containing nitrogen and sulfur.

The terpenes, sesquiterpenes, and derivatives of unknown constitution are treated in a similar manner.

Dr. Frances S. Sterrett is author of a chapter on "The Preparation of Derivatives of Essential Oil Constituents." This chapter serves as a guide in the preparation of crystalline derivatives useful for the identification of essential oil constituents. It is supplementary to Part VII of Chapter 4 in Vol. 1.

Many monographs are supplemented by suggested additional literature references.

Though this book is the culmination of a great effort on the part of the authors who, through the courtesy and generosity of Fritzsche Brothers, Inc., have been able to present their work for the advancement of chemical knowledge in this important field, the very technical nature of this volume precludes general circulation even to the extent enjoyed by the first volume. This does not by any means imply, however, that a company interested in essential oils (flavors in general) should forego having a copy available for its research personnel.

The data recorded for such commonly used constituents as anethole, aubepine, benzaldehyde, biacetyl, cinnamic aldehyde, citral, eugenol, ethyl vanillin, methyl salicylate, and vanillin (to mention only a few) represent valuable information to have available.

This volume is worthy to sit beside the earlier publication (Vol. 1, reviewed in *THE MANUFACTURING CONFECTIONER*, for March, 1948. This reviewer hopes that succeeding volumes will be forthcoming in the near future.—*W.H.C.*

### Utilization of Sucrose by the Mammalian Organism

*Walter W. Wainio, Ph.D. Series 12, March (1949).* In the course of years, a great deal has been learned about the complex chemical stages through which sugars are broken down within the body with release of energy. The present report, written by an authority who has contributed significantly to research in this field, gives a summary of the rapidly developing contemporary knowledge about this essential process which forms the basis of all life and activity. For complete report write to the Sugar Research Foundation, Inc., 52 Wall St., New York, N. Y.



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## Candy Clinic

(Continued from page 50)

is good. Color of dark coated eggs is good; taste is fair. No gloss. Color, texture, and taste of center are good.

REMARKS: The best box of eggs of this kind the clinic has examined at 29 cents. Code 5J49.

### Candy Eggs

ANALYSIS: Twelve pieces purchased for 15 cents in a Chicago department store. Appearance of package: good. Container is small folding white egg box, printed in purple and green. Imprint of rabbit on top. Box contains 12 small panned grained marshmallow eggs. Color, finish, and panning of eggs: good. Color and taste of center: good. Texture is too dry.

REMARKS: The best panned eggs we have examined this year. Code 5K49.

### Chocolate Coated Coconut Cream One Half Egg

ANALYSIS: Packaged in foil wrap-per printed in purple, yellow, and reds. Appearance and size: good. Coating: fair. Color, texture, and taste of center are good. Two and one-half ounces for 10 cents. Purchased in a variety store, Waukegan, Ill.

REMARKS: A well made center, but not up to standard. Code 5Q49.

### Chocolate Coated Fruit and Nut Egg

ANALYSIS: Four ounces for 29 cents. Purchased in a stationery store, Boston. Appearance of package is good. Packaged in folding box printed in yellow, purple, and green. Eggs wrapped in wax paper. Size, coating, and center: good. Color, texture, and taste of center: good.

REMARKS: The best fruit and nut egg at this price we have examined this year. Code 5N49.

### Hollow Chocolate Rooster

ANALYSIS: 1 3/4 ounces for 15 cents. Purchased in a variety store, Waukegan, Ill. Packaged in cellulose bag printed in blue and yellow. Appearance, size, chocolate, gloss, molding, and taste are good.

REMARKS: One of the best molded pieces we have examined this year. Code 5U49.

# A Great Flavor comes of age...

## daco "93" the creamery butter flavor

We don't make a habit of telling people how they should spend their money but if you really want your money's worth in butter flavor, then Daco "93", made from creamery butter is your best buy. When you use Daco "93" you are using the top quality butter flavor. This fine flavor has the stamp of approval of so many good concerns in your line that we know it would pay you to use it.

### DACO "93" COSTS SO LITTLE TO USE

Here is a flavor that is worth what it costs, it's good and it is economical. Used properly it can give you only one flavor and that is the flavor of the best butter, from which it is made. It has a sweet, mild aroma and yet is persistent and must be used sparingly.

### A GREAT FLAVOR GAINS FULL RECOGNITION

We can see from the increase in our sales just how many good concerns have found it to their advantage to switch to Daco "93", creamery butter flavor. The best is none too good for our customers and for yours. All the flavor in Daco "93" is derived from the best unsalted butter. It is the butter flavor that will do the best job for you.

Write us for particulars — don't wait!



# NCWA and ARC Convention Programs

THE WHOLESALER AND the "billion dollar baby" will be the theme of the 1949 convention of the National Candy Wholesalers' Ass'n, Inc., June 26-29 in Chicago's Stevens Hotel, announces J. P. Fritz, program chairman. The convention program will show the relationship of the wholesaler to this billion dollar volume both as to responsibility and an opportunity. The manufacturer's



C. M. McMILLAN, executive secretary of the National Candy Wholesalers' Ass'n, Inc., will direct the program for the NCWA's fourth annual convention June 28-29, at the Stevens Hotel, Chicago.

responsibility to the wholesaler in keeping this volume at a high peak will also be discussed.

Dr. Clark Kuebler, president of Ripon College, Ripon, Wis., will address the opening session. John F. Poetker, Jr., NCWA president, will deliver the annual message. E. J. McCoy will be chairman of the sales and merchandising report of the Educational Committee. Zenn Kaufman, merchandising director of Philip Morris & Co., Inc., Ltd., will discuss "Showmanship in Selling."

Election of officers, a luncheon for area chairmen, plans for "Sweetest Day," a forum on "Balanced Selling," a "Get Acquainted" party, an "Early Birds Breakfast" are additional features.

The accompanying Third All-Confectionery Exposition will be twice as large as the previous shows and will place particular emphasis on Fall lines, it is reported.

The 29th annual convention of the Associated Retail Confectioners of the U. S. will open Sunday June 5 in Chicago's Drake Hotel, featured by a self-treat "Flowing Bowl" and "House of Friendship," announces W. D. Blatner, ARC secretary.

Business sessions will include discussions on restaurant, fountain, and bakery problems; candy production; personnel training; cost accounting and pricing; merchandising, packaging, and advertising.

"Tricks That Click," a "Question Box" session, window displays, a candy clinic, and an exposition will be other features.

Speakers and discussion leaders include: John Kettlewell, W. D. Blatner, L. W. Richards, "Jack" Mavrakos, "Herb" Dimling, "Chuck" Welch, Harry Weiss, Miss Hortense Starek, and Howard Vair.

The program committee includes: George Frederick, "Jack" Mavrakos, "Bucky" Harris, "Bob" Moore, and "Chuck" Cook.

The annual dinner dance will be held Thursday evening June 7 in the Drake's Gold Coast Room. The exposition will close June 8.

**Research**  
Guaranteeing  
**Your**  
Satisfaction



Years of continuous research being conducted today even more vigorously than in the past, insure the high quality of Penford Corn Syrup, Confectioners C Starch, and Douglas Moulding Starch.

Today, P & F research is more important than ever before as corn syrups take an increasing part in candy production.

P & F research makes progress!

**PENICK & FORD** Ltd. Inc.

420 Lexington Avenue, New York 17, N. Y.

Factory: Cedar Rapids, Iowa

**Sensational New Flooring**

**RESN-X**

AT 1/16" THICKNESS  
IMPERVIOUS TO . . .

ACIDS, ALKALIS, FATS,  
OILS, ALCOHOLS, CHEMICAL CORROSIVES,  
SOLVENTS, SYRUPS, WAXES, ETC.

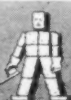
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RESN-X  
TECHNICAL  
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At last . . . a heavy duty flooring that is impervious to acids, alkalis, solvents, fats, oils and many other floor-eating compounds. Yes . . . brand new RESN-X spread at 1/16" thickness over concrete, wood, metal, composition, etc., will put an end to floor problems in Food, Candy, Chemical, Packing House, Dairy and many other industries forever. We stake our very reputation on its performance. Ask for Technical Data Sheet today. Write at once . . . You'll be mighty glad you did.

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# LETTERS

## Truffle Recipe

*I am again turning to you for information, which you have so kindly given me in the past and proved so worthy. I would appreciate it very much if you could send me a very good "Truffle Recipe".*

—New York

**REPLY:** The name "Truffle" quite probably means several different pieces of candy. This is a name without any specific meaning, that is, it does not apply to a particular piece of candy, but is a name coined by some candy maker who thought he needed a new name to designate a piece and thereby achieve popularity in a certain section.

One candy maker familiar with many different types of candy states that this may be applied to the old-time piece known as a "Melt-A-Way". This is basically a piece made of chocolate and fat, with or without nuts. This candy maker stated, however, that the term, "Truffle," could also be applied to a handroll center to which some nougat had been added and whipped in, the center then being formed and later chocolate dipped. This candy then would be on the order of a whipped cream. We shall give you the formula for the first piece as the candy maker believes this is in line with what you have in mind. You may make your own variations.

Melt chocolate in a double boiler or chocolate melter and to two parts of chocolate add one part of vegetable fat (96 fat). The chocolate mixture consists of three parts of Dark Sweet and one part of Milk Chocolate. When the fat and the chocolate mixture are melted, set the container containing this mixture in running cold water and stir. Add roasted chopped almonds if desired (and they are very desirable) towards the end of the cooling period. Continue cooling and stirring until the chocolate reaches a consistency so that it will spread smoothly and yet hold its shape on the slab. Spread about three-fourths inch thick, top with Brazil pieces, cut at once and fast with a knife into pieces and shape desired.

We would suggest that you try a small amount and if the resulting candy comes up to your expectations, then you can attempt a large batch.

## For the Finest Dutch Process Cocoa and Chocolate...

Neutralize with

# SOLVAY

TRADE-MARK REG. U.S. PAT. OFF.

# POTASSIUM CARBONATE

Make yours the finest Dutch Process Cocoa and Chocolate... use SOLVAY POTASSIUM CARBONATE—there is no finer neutralizer.

Laboratory-controlled for purity, uniformity, quality, SOLVAY POTASSIUM CARBONATE brings out the truly delicious flavor of your cocoa and chocolate.

### SOLVAY SALES DIVISION

ALLIED CHEMICAL & DYE CORPORATION  
40 Rector Street, New York 6, N. Y.

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Cleveland • Detroit • Houston • New Orleans  
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Voorhees Rubber Candy Molds saves you time, stops waste, simplifies operations, and insures greater perfection.

Made of the purest live rubber, Voorhees are odorless and insure freedom from dust. They control moisture, and yield a better finished product.

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### VOORHEES

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*Look* to VACUUM and RACINE  
for your needs in MODERN CANDY MACHINES

MANUFACTURERS OF "SIMPLEX"      MANUFACTURERS OF "RACINE"

Vacuum Hard Candy Cookers; Vacuum Fondant Cookers and Coolers; Steam Jacketed Kettles, Copper or Stainless Steel, with or without Agitators; Cooling Slabs; Batch Rollers; Plastic Machines, Sucker Mach nos. Sucker Rolls, Cutting Rolls and Drop Rolls; Cream Depositors; Chocolate Depositors for Stars, Kisses, Buds, Bits, Bars, etc.; Conveyors; Cream Beaters; Caramel Cutters.

**Vacuum Candy Machinery Company**  
and Racine Confectioners' Machinery Co.  
13 PARK ROW      NEW YORK 7, N.Y.  
FACTORIES: HARTFORD, U.S.A.; Racine, Wis.

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COATINGS  
LIQUORS  
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LAMONT, CORLISS & CO.

60 Hudson St., New York 13, N. Y.

Branches in Principal Cities

## SUPPLY FIELD *News*

• **Glidden Co.:** Klifton M. Kolb is elected senior vice-president and member of the executive committee, Dwight P. Joyce, president, announces.

• **Anheuser-Busch, Inc.:** R. E. Krings is named assistant director of advertising and market research. Mr. Krings has been with the firm for 15 years.



ROE CLARK, chairman of the Executive committee and treasurer of Package Machinery Co. will leave on May 14th for England, France Switzerland, and Italy to study manufacturing methods and procedure in the machinery-making field, and to evaluate the sales potentials of the European market for American packaging machinery. Mrs. Clark will accompany him on the tour.

• **Dodge & Olcott, Inc.:** A new catalog of essential oils, aromatic chemical, perfume bases, vanilla, and flavor bases is ready for distribution. For a copy, write to Dodge & Olcott, Inc., 180 Varick St., New York 14, N. Y.

• **Fritzsch Brothers, Inc.:** A new price list of essential oils, aromatic chemicals, and allied products is available. Write: Fritzsch Brothers, Inc., 76 Ninth Ave., New York 11, N. Y.



HENRY L. DAY is appointed sales representative in Missouri, Nebraska, Kansas, and Colorado by Magnus, Mabey, & Reynard, Inc. Before joining MM&R, Mr. Day was with the Pan-American Shell Corp. in Mobile, Ala., where he rose to the position of plant manager.

• **Oakite Products, Inc.:** A training course for technical service representatives is described in the firm's 40th anniversary issue of its house organ. For copies, address the firm at 136 C Thames St., New York 6, N. Y.

• **J. W. Greer Co.:** Settlement of a five-weeks' strike of production workers is announced, with full production being resumed on April 13 upon re-

turn of the entire force. No wage increase was given. Minor fringe benefits were awarded. Taking the position that costs were already too high, the Greer management stated government and private surveys show wages and employee benefits in its plant are already well above averages for the area.



**JOHN POWERS**, secretary of the Chas. Pfizer Co., is elected to the board of directors. Other directors of the company re-elected are: George A. Anderson, John Smith, Fred J. Stock, John L. Davenport, Albert A. Teeter, Norman A. Grimm, Maynard E. Simond, and Robert P. Serles.

● **Cochrane Corp.**: Publication of an expanded 24-page bulletin on high pressure condensate return systems is announced by this firm. For a copy write: Cochrane Corp., 17th St. & Allegheny Ave., Philadelphia 32. Publication No. 3250.

● **General Foods Corp.**: Baker's milk chocolate and milk chocolate almond bars are being made available in new six-bar packs. Designed to spur "take home" purchasing, the new bars are packaged in a heavy pasteboard box bottom. The top is clear,

strong cellophane, so that the merchandising value of the brilliant Walter Baker foil wrappers is retained.

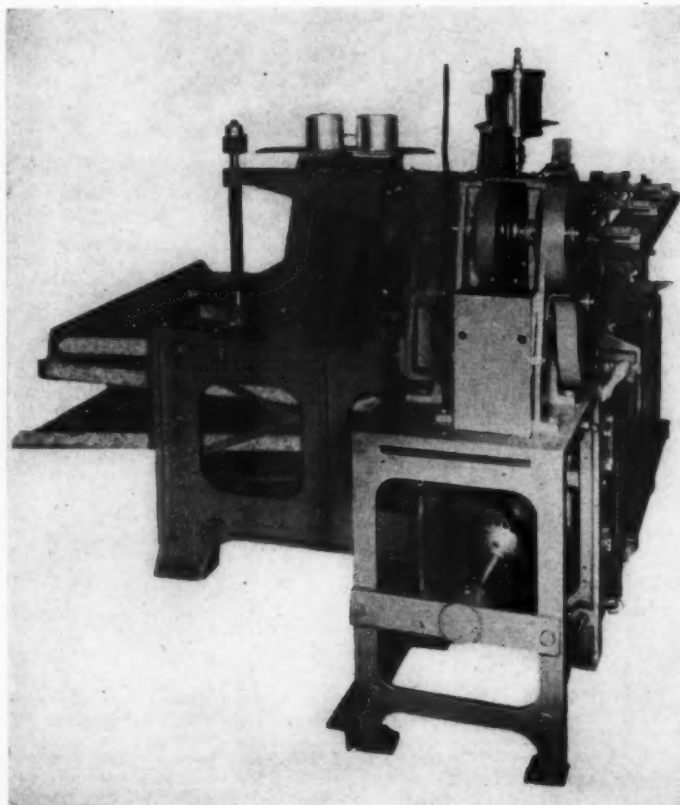
● **Package Machinery Co.**: William H. Keil, of the Springfield office has been transferred to the Chicago office and will work with C. Robert Strehlau, Tom Miller, vice-president, announces. Edward Buck has been added to the Springfield staff and will cover western New England and New York. Edward A. Wagner, formerly of the Chicago office, will establish an agency in Dallas and will handle the firm's line in Texas, Oklahoma, Arkansas, and western Louisiana.

● **Polak & Schwarz, Inc.**: Dr. A. Reclaire, managing director of the Hilversum plant for 20 years, died recently.

● **Union Pacific Railroad**: Ambrose J. Seitz, vice-president of traffic, was elected executive vice-president. William T. Burns, general freight manager is to succeed Mr. Seitz.

● **Rockwood & Co.**: H. Russell Burbank, president has been nominated for president of the Brooklyn Chamber of Commerce, it is announced. The election will be May 23 at the annual meeting of the chamber.

● **Metal Can Shipments**: The Can Manufacturers Institute reports a record-breaking 3,247,062 tons of metal can shipments to packers of all types of products last year. The previous top yearly figure established in 1947 was 2,956,452 tons or nearly 10 per cent below the 1948 figures. The greatest in-



## The Automatic Hard Candy Machine Model E

For producing spherical and seamless shape hard candy

Balls

Kisses

Barrels

Olives

There are over 100 different shapes. For clear or pulled goods. For hard candies that are free of fins and sharp or abrasive edges. It makes hard candies that are smooth and easy on the mouth. One operator spins directly to the machine.

Capacity 3,000 to 10,000 pounds.

Our Model E incorporates all the developments of previous experience

There is no Substitute  
for Experience

**John Werner & Sons, Inc.**

713-729 Lake Ave.  
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**SPECIALLY  
DESIGNED  
FOR YOUR  
WOMEN  
WORKERS**

Complies fully with all provisions of the PURE FOOD ACT

## Koronet HAIR GUARDS

These nationally famous KORONET Hair Guards allow natural, sanitary air circulation, keep hair from getting into products during handling. They are neat, decorative, comfortable, light in weight. They are snug-fitting, adjustable to any headsize and hair style. The webbed net is constructed for long, durable service; the glossy non-inflammable plastic shield is cleaned by merely wiping with a damp cloth—no starching or ironing.

**ADVERTISING  
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Any name, trademark or slogan can be imprinted on the shield in color.

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literature and prices

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IN THE INDUSTRY**

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**REGAL  
MFG. CO.**

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CHICAGO 18, ILLINOIS

# ALMONDS

NATURAL  
DICED  
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HALVED  
SPLIT  
BLANCHED  
ROASTED

The Nation's No. 1 supplier of fine almonds. Processors of some 70% of the California crop.

**CALIFORNIA ALMOND  
GROWERS EXCHANGE**

SACRAMENTO, CALIFORNIA  
Offices: Chicago, New York

ALMONDS

## MERCHANDISE MANAGER WANTED

Large candy manufacturer with National distribution. Applicant must have creative ability and be capable of supervising all phases of packaging, advertising and sales promotion. Experience in candy or other food industry necessary. Salary \$12,000 to start. Excellent opportunity for promotion. Age 30 to 40. Own advertising and sales personnel knows of this ad. Address Box 5491, Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

crease was registered in the production of nonfood cans where a rise of over 11 per cent was chalked up. Food cans showed about an 8 per cent increase over 1947 production. Top production month of the year was September when 405,787 tons of metal containers rolled off production lines. This represented a rise of 18,003 tons over August, the highest production month in 1947.



**WILLIAM KIMBALL** is named sales representative for Wm. J. Stange Co. to service the Wisconsin-Minnesota territory, announces E. Marum, general sales manager of the firm.

• **Laahman-Novasel Paper Corp.**: Olga Leonard is appointed packaging consultant to the various vertical fields serviced by the firm, it is announced by Bernard B. Novasel, president.

• **Clinton Sales Co.**: Carl Whiteman, Clinton vice-president, announces it has absorbed the Benham Co., New York bulk corn products broker.

• **Flavoring Extract Manufacturing Ass'n**: The 14th annual convention will be at the Drake Hotel, Chicago, May 15 to 18 inclusive.



**NEW REVOLVING PAN** above is being introduced by Chocolate Spraying Co. Copper bowl is made of machine spun copper and will run true for life of machine, the firm states. Designed for sanitation, equipment has completely inclosed base and machinery. Other features: (1) mounted throughout with precision ball bearings, (2) available in motor or clutch driven types.





# The MANUFACTURING CONFECTIONER'S *Clearing House*



## POSITIONS WANTED

**WANTED A JOB:** By a practical candy maker. I am practical in all branches, such as all types of hard candies, creams, gums, jellies, marshmallows, panwork, chocolate, and all kinds of retail and counter goods, bulk packages, and bar goods. Have had broad experience in the above. Understand all modern machinery and how to handle it to get the best out of same. I was formerly supt. for D. L. Clark Co. Retired 3½ years ago but have found it is too hard work doing nothing. I am only interested in a modern going concern where one may work and develop new items and ideas. Regarding salary, I am not so much interested in big salary as getting connected with some good firm. My age is 48. Do not drink. Scotch-Irish ancestry. Have had 34 years broad experience in making candy and acting as foreman and supt. in candy plants. Understand how to handle help and all its problems. Box A-5910. **The MANUFACTURING CONFECTIONER.**

**CANDY BUYER:** Experienced in large candy factory, also in chain candy stores and in department store. Prefer East or West coast. Box A-598. **The Manufacturing Confectioner.**

**PAN MAN:** Specialist in general line, etc. Middle West. References. Box A-5912. **The Manufacturing Confectioner.**

**OPEN FOR A JOB:** I am a practical candy maker in hard candies, cream, gums, jellies, marshmallows, pan work, and running enrobers, all kinds of retail and counter goods. Have had over 30 years experience in the above. I understand all modern machinery cost and how to handle help to the best advantage. Interested in a modern plant. My age is 49. Box A-5911. **The Manufacturing Confectioner.**

## HELP WANTED

**WANTED: HARD CANDY** Foreman for plant in New England. Must have knowledge of manufacturing filled plastic hard candies. State age, salary desired, when available. Real opening. Box B-596. **The MANUFACTURING CONFECTIONER.**

**SALESMAN WANTED** to cover department and drug store trade with an outstanding package of assorted apple candies which has proven to be a good seller in the Pacific Northwest. Box A-59180. **The Manufacturing Confectioner.**

## BUSINESS FOR SALE

**FOR SALE:** Two retail stores and factory in Rock Mt. state college town, fair rent, good payrolls. Buyer should have a knowledge of candy making. Health reasons for selling. Box A-592. **The MANUFACTURING CONFECTIONER.**

**FOR SALE:** Business and equipment of small, complete candy and ice cream manufacturing plant with retail store, centrally located in Midwest. Box A-5913. **The Manufacturing Confectioner.**

**FOR SALE:** Wholesale Confectionery Business, including 2-story brick bldg., dandy mfg. equip., truck, office equip., \$5,000 stock of merchandise. Going concern in business location over 25 years. Operating as C. E. Walley Co., 436 S. 18th St., Reading, Pa. Business being sold to settle estate. Write executor at above address.

## MACHINERY WANTED

**WANTED:** Fire mixer, gas vacuum cooker with pump and bon bon machine. Please give details and prices. Ritch Candy Co., 1208 Glenwood Drive, Chattanooga, Tenn.

**WANTED:** Lolly Pop Wrapping Machines. Will pay cash. State serial number and condition. School House Candy Co., Providence, R. I.

**USED FRIEND HAND ROLL** machines bought and sold. The McNulty Engineering Company, 200 Old Colony Avenue, So. Boston 27, Mass.

## WANTED YOUR IDLE MACHINERY WILL BUY FROM SINGLE ITEMS TO COMPLETE PLANTS

**URGENTLY WANTED:** Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices.



THE KEY TO SAVING TIME AND MONEY

**CONSOLIDATED**  
PRODUCTS COMPANY, INC.

15-21 PARK ROW

NEW YORK 7, N. Y.

## MACHINERY FOR SALE

**FOR SALE:** Have two brand NEW Dubin "Hydro-Lift" fire mixers in original crates. Sell at sacrifice. Write Box F-192, **The Manufacturing Confectioner.**

**FOR SALE:** One new Lynch Wrap-O-Matic bar wrapping machine; one used Model DF Package Machinery bar wrap machine; Swedish stainless steel belts, varying lengths, some 24" wide, some 32", from 100 to 600 feet in length. Box F-191, **The Manufacturing Confectioner.**

**FOR SALE:** Lynch P. B. Standard Wrap-O-Matic Candy bar Wrapping Machine. Uses card size 3½ x 19/32. Machine used very little. First \$2800.00 takes it. Masser's Candies, 1533 S. 1st St., Louisville, Ky.

**FOR SALE:** 2 RA Lynch Wrap-O-Matic Machines with electric eye and automatic card former and feeder, machines one year old, exceptionally good price. Box A-591, **The MANUFACTURING CONFECTIONER.**

**NOTICE TO SMALL SHOPS:** Hand dipping in hot summer now possible without expensive equipment. Less than 1 day made my own apparatus at less than \$60 cost. Will send you instructions for small fee. Salesmen! you too can sell this plan to small shops. Box A-593. **THE MANUFACTURING CONFECTIONER.**

**FOR SALE:** Sacrifice for quick sale, 5 gas furnaces with blowers, pulling machine, batch roller, copper kettles, cutters, mixer, stick braider, plus candy tables, cellophane, etc. Must be sold at once. Candy plant just closed down, located in Georgia. Box A-594. **The MANUFACTURING CONFECTIONER.**

**FOR SALE:** Model K kiss machine and drop frame roller for lemon drops, size 7 x 4, in good condition. Box A-5914. **The Manufacturing Confectioner.**

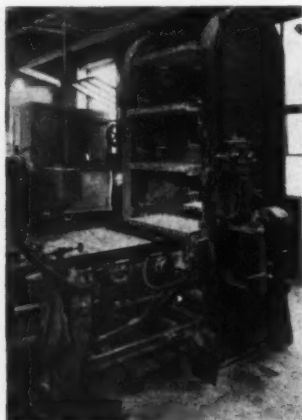
**FOR SALE:** We have a surplus of 5,000 aluminum trays that have a measurement of 17¼ x 20½ x 1¾". These are stacking trays and are in excellent condition. Asking \$1.50 apiece. Address all replies to Box A-5915, **The Manufacturing Confectioner.**

**USE M. C. CLASSIFIED ADVERTISING** to Sell or Buy Used Equipment.

# FOR SALE—PIECE MEAL



National Equipment Fully Automatic Steel Mogul



Currie Destacker with Steel Mogul.



Battery of Stainless Steel and Copper  
38" Revolving Pans with Ribs



Battery of Holmberg 38" Revolving Pans  
with Steam Coils

*Excellent Machinery  
and Equipment*

FORMERLY USED BY  
**A PROMINENT CANDY  
MANUFACTURER**

**AT SACRIFICE PRICES  
FOR QUICK SALES**

*Chance of a Lifetime*  
**TO SECURE DESIRABLE  
EQUIPMENT  
AT A FRACTION OF ITS VALUE**

Our Representative will be on the premises  
daily. For details call

New York Office: CAnal 6-5335

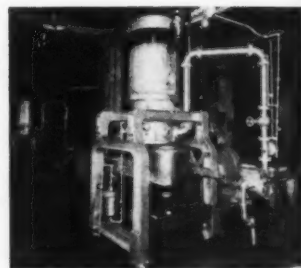
Chicago Office: Seely 3-7845

You'll be welcome at our exhibit at Booth 40  
N.C.A. CONFECTIONERY INDUSTRIES EXPOSITION  
June 6-9 Hotel Stevens, Chicago

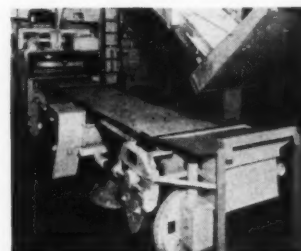
**UNION**

Rebuilt  
Machinery

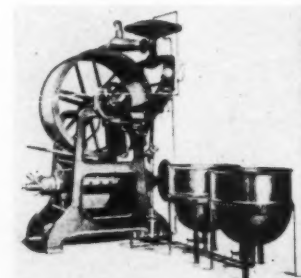
Established 1912



Continuous Hard Candy  
Cooker, late style, 2000 lbs. hourly  
capacity, complete  
National 600 lbs. Continuous  
Cooker, complete



32" Coater with Automatic Feeder,  
Bottomer, Decorator, and Cooling  
Tunnel with Packing Table



Hohberger Continuous Cream Cooler  
and Cream Beater, up to 20,000  
lbs. daily capacity.

**UNION CONFECTIONERY MACHINERY CO., INC.**

318-322 LAFAYETTE ST.

NEW YORK 12, N. Y.

# DIRECT FROM FLOORS OF TWO PROMINENT CANDY PLANTS

341-351 W. Erie St.  
Chicago, Illinois

311-329 W. Superior St.  
Chicago, Illinois

## All Equipment must be sold and moved Immediately PRINCIPAL ITEMS AVAILABLE FOR SALE

### MOULDING DEPARTMENT

- 2—NATIONAL STEEL MOGULS WITH 2 CURRIE TRAY STACKERS
- 1—National Steel Mogul with Currie Tray Stacker and extra Depositor for double casting
- 1—Bullerjahn Starch Conditioning Heating and Cooling Double Unit
- 1—Allis-Chalmers Starch Cleaner
- 1—Wolf Starch Cleaner
- 30,000—Starch Trays with Starch
- 1000—Single and Double Dollies
- 1—Colseth Truck
- 2—National Starch Bucks

### CREAM, CARAMEL AND MARSHMALLOW DEPARTMENT

- 1—HOHBERGER CONTINUOUS DRUM TYPE CREAM COOLER AND BEATER UP TO 20,000 LBS. DAILY CAPACITY
- 1—Complete Cream Unit consisting of two 600 lb. Werner Coolers and Day Mixer
- 1—Complete Cream Unit consisting of 1 National Syrup Cooler and Westerman Beater
- 2—New Era, Dough type, Cream Mixers
- 2—National EB Cream Remelters, 50 gal. cap.
- 3—Savage Marshmallow Beaters, round top 220 lb. cap., stainless steel
- 4—Savage 150 lb. Marshmallow Beaters

### PAN DEPARTMENT

- 86—HOLMBERG 38" COPPER REVOLVING PANS WITH AND WITHOUT RIBS: 49 POLISHING PANS (NO COILS), 37 COATING PANS (WITH COILS)
- 9—38" Stainless Steel Revolving Pans
- 18—Copper Cooking Kettles, assorted. Capacities, 15 to 50 gal.

### 2000—Pan Trays

- 2—Baker Perkins and Baltimore Sugar Sanders and Conveyor
- 1—Crystallizing outfit, complete
- 1—Mikro Sugar Mill, motor driven
- 1—Schutz-O'Neill 4X Sugar Mill
- 1—Latini Chocolate Spraying System for 12 pans
- 1—Rotex Sieve

### CHOCOLATE COATING DEPARTMENT

- 1—32" COATER WITH AUTOMATIC FEEDER, ROTOMETER, DECORATOR AND COOLING TUNNEL WITH PACKING TABLE
- 1—16" Enrober, complete
- 1—Battery of two 500 lb. N.E. Chocolate Tempering Kettles
- 1—2000 lb. N.E. Chocolate Melters
- 2—1200 lb. N.E. Chocolate Melters
- 2—500 lb. N.E. Chocolate Melters
- 3—300 lb. N.E. Chocolate Melters
- 1—Stehling Chocolate Mixer, motor driven
- 15—38" Revolving Pans for Chocolate, Copper and Stainless Steel
- 5—15 gallon Copper Kettles

### HARD CANDY DEPARTMENT

- 1—CONTINUOUS HARD CANDY COOKER, LATE STYLE, 2000 LB. HOURLY CAPACITY, COMPLETE
- 1—National 600 lb. Continuous Cooker, complete
- 1—Hohberger Cutter with Automatic Hansella Batch Roller, Sizer and Cooling Conveyor
- 2—Hildreth Form 3 Pullers, 100 lb. capacity
- 1—Hansella Batch Roller
- 3—York Batch Rollers—7 ft.

### 7—Cooling Slabs, Various sizes

- 1—Package Machinery Co. type 22-B Hard Candy Twist Wrapping Machine

### WRAPPERS AND FILLERS

- 1—BRAND NEW REDDINGTON AUTOMATIC BOX OPENING, FILLING AND CLOSING MACHINE
- 1—Triangle G2C Automatic Bag or Box Weighing and Filling Machine, Automatic Conveyor feeding and delivering, latest style, almost new
- 2—Franke Machine Co. Bag Fillers
- 1—Simplex Automatic Bag Making Machine
- 1—Package Machinery Co. type 22-B Hard Candy Twist Wrapping Machine
- 1—Forgrove Foil Wrapper
- 1—Hayssen Box Wrapper, late style, 5 inch to 11 inch
- 1—Miller Box Wrapper

### MIXING AND COOKING KETTLES

- 4—125 gal. Stainless Steel Steam Mixing Kettles, motor driven
- 8—125 gal. Savage Copper Mixing Kettles
- 1—75 gal. Savage Steam Jacketed Single Action Kettle
- 2—Savage 50 gal. Patent Double Action Tilting Mixing Kettles
- 4—Savage 60 gal. Double Action Mixers
- 1—60 gal. Savage Steam Jacketed Single Action Kettle
- 1—50 gal. Savage Steam Jacketed Single Action Kettle
- 1—35 gal. Savage Tilting Mixing Kettle
- 4—50 gal. Cooking Kettles

# UNION CONFECTIONERY MACHINERY CO., INC.

318-322 LAFAYETTE ST.

NEW YORK 12, N. Y.



**MACHINERY FOR SALE (Contd.)****PHILADELPHIA CANDY PLANT FOR SALE:**

Large Pan dept. Also slab work and chocolate dept. Active business but owner has other interests and cannot devote proper attention. Good proposition for active owner. Box A-599, **The Manufacturing Confectioner**.

**FOR SALE:** Gordon Wilcox Senior Plastic Machine equipped with  $\frac{3}{4}$ " extruders round and square. Machine never used, already crated to go, will sell for \$1600; which is about one third of selling price. Box C-595, **The MANUFACTURING CONFECTIONER**.

**FOR SALE:** Hollow chocolate moulds and equipment. 5,000 lbs. per week production. Includes moulds, one horse air conditioning equipment, 500 lb. Ben-Moore Chocolate. Melting and tempering kettle, chocolate pump and motor, 150 lb. melter and 20' conveyor. Price complete, \$4,500. Box A-59170, **The Manufacturing Confectioner**.

**FOR SALE:** At a sacrifice price brand new SPEE-DEE Volumetric Filler with agitator mounted on Model A Conveyor, 11-foot—with spill chute and adjustable guide rails and Wrap Ade Power Crimper and Bar Seal Jaws. Suitable for weighing and packaging from 4 oz. to 16 oz. of coffee, flour, nuts, etc. An excellent opportunity to purchase a real "time saver" at a very good price. Apply Andes Candies, Inc., 4430 N. Clark St., Chicago, Ill.

**MACHINERY FOR SALE (Contd.)**

**FOR SALE:** 16 inch National Enrober and bottomer, direct motor driven. Late model used very little. F.O.B. Norwood, Ohio. No reasonable offer refused. Box A-59190, **The Manufacturing Confectioner**.

**FOR SALE:** Candy factory with all modern equipment. 6,000 sq. ft. on main floor with front room for retail. In city of 400,000 population. Illness causes me to sell. Box A-5916, **The Manufacturing Confectioner**.

**MISCELLANEOUS****WE BUY & SELL****ODD LOTS • OVER RUNS • SURPLUS**

**"Cellophane" BAGS**

**SHEETS • ROLLS • SHREDDINGS**

Cellophane rolls in outer boxes 100 ft. or more

**ALSO MADE OF OTHER CELLULOSE FILM****Wax - Glassine Bags, Sheets & Rolls**Tying Ribbons—All  
Colors & WidthsScotch Tape  
Clear & Colors**Diamond "Cellophane" Products**Harry L. Diamond Robert I. Brown  
"At Your Service"

74 E. 28th St., Chicago 16, Illinois

**MISCELLANEOUS (Contd.)****USED STARCH****Also Sweepings****BOUGHT****(For Animal Feed)****LOUIS ROSENBERG**444 Fairmount Ave.,  
Philadelphia 23, Pa.**SALES LINES WANTED**

**WANTED:** Lines of 1c and 5c candies for North Carolina, South Carolina and Virginia. Sam Smith, 2500 Patterson Ave., Winston-Salem 4, North Carolina.

**WANTED:** Candy and allied lines. We have 20 years sales experience in same territory of Florida, Georgia and Alabama. 3 salesmen. Hubert Brokerage Company, 210-211 Candler Bldg., Atlanta, Georgia.

**Corn Syrup Color***(Continued from page 30)*

used. The "optical density" is determined by means of a Coleman Spectrophotometer. The results on this instrument are a little higher than the usual current Lovibond readings. On heating, as in an age test, this "optical density" will go up three or four times the original value, and this is indicative of what will happen to the syrup in storage or when it is an ingredient in the customer's products. It is also indicative of the amount of color that may develop during some of the processing steps in the candy manufacture.

Now, when we compare a corn syrup of this high dextrose equivalent, that has been treated by the ion exchange system, we find that it will have the following analysis:

Be'	43°
D.E.	58 - 62
pH	4.8 - 5.0
SO <sub>2</sub>	.001- .002
Ash	.03

The low ash content here, which is equal to one-tenth that of the normal corn syrup of similar constitution, shows definitely the effect of the ion exchange treatment. In addition, the color or "optical density" will be 1.0, and in many cases less than 1.0. But what is much more important is that in heating or on standing, this "optical density" increases very, very slowly. It does not go up

three or four times as in the case of the regularly treated syrup, but will hardly reach 1.5 after quite a bit of heating treatment.

In addition, if one subjects these syrups to taste panels, they will report that the difference in the flavor or taste is quite noticeable between the two; the one treated with the ion exchange system will be absolutely clean and will not have any suggestion of bitterness or any other off-flavor. It will have only its sweet, natural taste.

This process is being tried out by a number of the corn syrup refiners. Already, there is a syrup of this type being marketed throughout the food industry. This syrup happens to be the high dextrose equivalent type, because it is on this type of a syrup that the greatest effect of the treatment can be ascertained.

Already a corn refining factory is being built which in its treatment of refinery products will employ the use of this type of refining, and there is no doubt that the process will spread throughout the industry to all other types of syrups.

This is an important development for the candy manufacturer, as it deals with one of the principal ingredients that he uses. If this ingredient becomes less susceptible to heat effects, less susceptible to color formation from aging, it certainly will aid the confectioner in producing candies of longer shelf life, and help him in meeting the demands for lower cost candies by enabling him to simplify his process of manufacture. It may also enable him to manufacture on a large scale confections which ordinarily can only be made for quick, local consumption.



# CONFECTIONERY BROKERS

## New England States

**JESSE C. LESSE CO.**  
Confectionery  
Office and Sales Room  
161 Massachusetts Ave.  
**BOSTON 15, MASS.**  
Territory: New England

## Middle Atlantic States

**S. P. ANTHONY**  
Manufacturer's Representatives  
P. O. Box 1355—Phone 2-8469  
**READING, PENNSYLVANIA**  
Terr.: Pa., Md., Dela., Washington, D. C.

**HERBERT M. SMITH**  
109-17 110th St.—Virginia 3-8847  
**OZONE PARK 16, NEW YORK**  
Terr.: New York State

**IRVING S. ZAMORE**  
2608 Belmar Place  
**SWISSVALE, PITTSBURGH 18, PA.**  
29 Years Experience  
Terr.: Pennsylvania, excluding city of Philadelphia

**FACTORY SALES COMPANY**  
Broad Street Bank Building  
**TRENTON, NEW JERSEY**  
Specialists in Specialties  
Terr.: N. J., N. Y., Pa., Dela., Md., & Washington, D. C.

**GREENBERG BROS.**  
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**BROOKLYN 18, NEW YORK**  
Covering Jobbers, Syndicate and Dept. Stores in New York City & 100 mile radius

**ARTHUR M. CROW & CO.**  
407 Commonwealth Annex Bldg.  
**PITTSBURGH 22, PA.**  
Cover conf. & groc. jobbers, chains, dept. stores, food distrs.  
W. Pa., W. Va., & E. Ohio

**MARTIN J. BERMAN CO.**  
292 Fifth Avenue  
**NEW YORK 1, N. Y.**  
Longacre 4-2633-4  
Greater New York Area  
Including Department Stores, Chains, Buying Offices

## South Atlantic States

**BUSKELL BROKERAGE CO.**  
1135 East Front Street  
**RICHLANDS, VA.**  
Contact Wholesale Groceries, Candy Jobbers and National Chains  
Terr.: Va., W. Va., Eastern Tenn., and Eastern Kentucky

**W. H. CARMAN**  
Manufacturers' Representatives  
3508 Copley Road  
**BALTIMORE 15, MARYLAND**  
Terr.: Maryland; Wash., D. C.

## So. Atlantic States (contd.)

**JIM CHAMBERS**  
Candy Broker  
17 Edgewood Avenue, S. E.  
**ATLANTA 3, Georgia**  
Terr.: Ga., Ala., and Fla.

**WM. E. HARRELSON**  
Manufacturers' Representative  
5308 Tuckahoe Ave.—Phone 44280  
**RICHMOND 21, VIRGINIA**  
Terr.: W. Va., Va., N. & S. Caro.

**HUBERT BROKERAGE CO.**  
Candy and Allied Lines  
3 Salesmen  
Offices & Display Rooms  
210-211 Candler Bldg.  
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Terr.: Florida, Georgia and Alabama for 20 years

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335 Burgess Building  
**JACKSONVILLE 2, FLORIDA**  
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Terr.: Ga., Fla., & Ala.

**A. CARY MEARS**  
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**ROANOKE, VIRGINIA**  
Candy and Specialty Items  
Terr.: Va., W. Va., & No. & So. Caro.

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Over 25 years in area

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P. O. Box 512—OAK LAWN, ILL.  
Covering Ill., Ind., Mich., Ohio, Ky., and W. Va.

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Thorough Coverage State of Indiana  
Excluding Lake County adjoining Chicago  
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Tel. Lincoln 3780  
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1428 Erie Boulevard  
**SANDUSKY, OHIO**  
Territory: Ohio, Michigan, and Indiana

**ROGER ETTLINGER**  
Phone UNIVERSITY 2-6737  
18300 Pennington Avenue  
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Terr.: Entire state of Michigan

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"We Are At Your Service Always  
—And All Ways"  
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Terr.: Wis., Ia., Ill. (excluding Chicago) Mich. (Upper Penn.)

**DONALD A. IKELER**  
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**KALAMAZOO, MICH.**  
Territory: Michigan

**HARRY KISSINGER**  
Candy—Novelties—Specialties  
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Phone Brookfield 9691  
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Terr.: Ohio, Mich., & Ind.

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**MARINETTE, WISCONSIN**  
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Buckeye Candy Club

**WARREN A. STOWELL & ASSOCIATE**  
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7943 So. Marshfield Ave.  
**CHICAGO 20, ILLINOIS**  
Terr.: Chicago and Radius of Forty Miles.

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Manufacturer's Representatives  
Have been representative for 17 years in the states of South and North Carolina

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Covering Michigan Completely  
With Quality Merchandise  
Al. Williford

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Terr.: Ga. & Fla.  
Thorough Coverage

## East So. Central States

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Candy Broker  
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**LEXINGTON, KENTUCKY**  
Territory: Kentucky and Tennessee

**PAUL JOHNSON AND CO.**  
Manufacturers' Representatives  
Day Phone 1—Night Phone 2420  
Box 270  
**CAMPBELLVILLE, KY.**  
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Terr.: Ky. and Tenn.

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Candy Specialties  
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We specialize in candy and novelties.  
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Terr.: Minneapolis and Adj. Terr.

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**WICHITA 12, KANSAS**  
Terr.: Kansas, Oklahoma, Western Missouri

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**EL PASO, TEXAS**  
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Terr.: Tex., N. Mex., and Ariz.

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Merchandise Brokers  
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**SHREVEPORT, LA.**  
Terr.: La., Ark., & E. Texas

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**NEW ORLEANS 4, LA.**  
New Lines Desired  
Complete coverage in Louisiana and Mississippi of candy manufacturers, jobbers, and wholesale grocers.

**G & Z BROKERAGE COMPANY**  
524 North 12th Street  
**ALBUQUERQUE, NEW MEXICO**  
A combined confectionery experience of 38 years.  
Covering Arizona, New Mexico, Idaho, Utah, and El Paso County, Texas.

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Broker & Agent  
**BATESVILLE, ARKANSAS**  
Candy - Novelties - Specialties  
Terr.: Arkansas—Accounts solicited

**J. I. BOND & COMPANY**  
1840 Hill Crest—Phone 7-1800  
**FORT WORTH 7, TEXAS**  
Territory: Texas and Oklahoma

## Mountain States

**CAMERON SALES COMPANY**  
5701 East Sixth Ave.  
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## Mountain States (contd.)

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**TUCSON, ARIZONA**  
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Complete coverage of Montana, Idaho, and Wyoming.

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Territory: Colo., Wyo., Utah, Idaho, Mont., N. Mexico

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Our 28th Year in Candy and Food Field

**GENE ALCORN & CO.**  
1340 E. 6th Street  
**LOS ANGELES 1, CALIFORNIA**  
383 Brannan Street  
**SAN FRANCISCO 7, CALIF.**  
Territory: State of California

**WITENBERG-ROSS**  
24 California St.  
Phone: Exbrook 7973  
**SAN FRANCISCO 11, CALIFORNIA**  
315 West Ninth St.  
Phone Trinity 7159  
**LOS ANGELES 15, CALIFORNIA**  
Terr.: Calif., Arizona, Nevada & Export

## Pacific States (contd.)

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1487 1/2 Valencia St.  
No. Cal.; Nev.; & Hawaii  
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Ariz., New Mex., W. Texas  
**EL PASO, TEXAS**

**J. RAY FRY & ASSOCIATES**  
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**SAN FRANCISCO, CALIF.**  
Terr.: Calif., Ore., Wash., Mont., Ida., Utah, Wyo., Nev., Ariz.

**CHARLES HANSHER**  
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Personal contacts with chains, jobbers, syndicates & dept. stores throughout California

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Phone: JUniper 4-5300  
Pacific Coast Representative

## Pacific States (contd.)

**I. LIBERMAN**  
**SEATTLE 22, WASHINGTON**  
Manufacturers' Representative  
1705 Belmont Avenue  
Terr.: Wash., Ore., Mont., Ida., Utah, Wyo.

**HARRY N. NELSON CO.**  
112 Market St.  
**SAN FRANCISCO 11, CALIF.**  
Established 1906  
Sell Wholesale Trade Only  
Terr.: Eleven Western States

**GEORGE R. STEVENSON CO.**  
302 Terminal Sales Building  
**SEATTLE, WASH.**  
Territory: Wash., Ore., Ida., Mont.  
Over 20 years in this area.

**JERRY W. TURMELL COMPANY**  
4127 Crisp Canyon Rd.—State 44713  
**SHERMAN OAKS, CALIFORNIA**  
(20 minutes from Los Angeles)  
Terr.: Calif., Associates at Hawaii, Philippines and China. Established since 1932.

**RALPH W. UNGER**  
923 East 3rd Street  
Phone: Trinity 8282  
**LOS ANGELES, CALIFORNIA**  
Terr.: Calif., Ariz., N. Mex., West Tex., Nev.

**BELL SALES COMPANY**  
100 Howard Street  
**SAN FRANCISCO 5, CALIFORNIA**  
Candy & Food Specialties  
Terr.: Calif., Reno, Nev., Hawaiian Islands

## Candy Presstime News

• **NCA Meetings:** Philip P. Gott, president of the National Confectioners' Ass'n, on his annual circle tour of candy production centers west of the Mississippi, discussed state retail sales taxes, trade practice rules, and interarea movement of candy. Mr. Gott climaxed his trip with a talk before the Western Candy Conference, March 24-25, in San Francisco, also conferred with industry members in Denver, Salt Lake City, Los Angeles, Fort Worth, Dallas, and Kansas City. Smith Cady, Jr. introduced Mr. Gott at the meeting of the San Francisco Advertising Club, on March 23. The Denver meeting was arranged by John H. Jacobs, of the O. P. Baur Confectionery Co. The Salt Lake City conference was arranged by W. W. Cassidy, of the Sweet Candy Co. Mr. C. M. Davis, director of School Feeding of the Los Angeles Board of education presented Balanced Selling certificates to

qualified members at the Los Angeles conference. Porter King, of King Candy Co., made the arrangements for the Dallas-Fort Worth conference. Harry I. Sifers, of Sifers Valomilk Confection Co., was in charge of the meeting in Kansas City.

• **Senneff-Herr Co.:** President Ben Kreider and Mrs. Kreider have returned from a month's business-vacation trip to Florida.

• **Flavour Candy Co.:** "Chicken Bone Miniatures," to sell for 5 cents, are being introduced as a result of favorable market tests. The product will be available "early this Fall," says Ira and Bernard Gola, Flavour executives.

• **Package Machinery Co.:** John Chalfant, manager of the export department, is on a trip to South America, Cuba, and the West Indies. Both incoming Latin American orders and outgoing shipments have shown a marked increase and interest in modern package equipment is greater than ever, the firm reports.

## Confectionately Yours

**C**ANDY STORE INDIAN: "Silver Lining," is what Harvey Civick calls the "regal squaw" wooden Indian that stands in front of his confectionery at Broadway and Silver Street, in Bayonne, N. J. Said to be over 70 years old, "Silver Lining" wears a blue dress and red and white feathers. A corn cob pipe dangles from her carved lips. Naturally the object of considerable attention from passersby, "Silver Lining" appeals especially to the kids attending the neighborhood school. On their way home, many stop for a friendly one-way chat with her. Mr. Civick himself says "Silver Lining" is hand carved in one piece from a sturdy oak and has brought him luck ever since he quit his job at an oil plant to become a candy store owner. Her history includes adorning the bow of a ship for 32 years and being fished out of a river by the crew of an oil tanker headed for Texas. "Silver Lining" was given Mr. Civick when he purchased the candy store and, although he has been offered generous sums for her, he declines to sell. "Sell her!" he exclaims. "No not 'Silver Lining!' She's my lucky number, and there isn't enough money to buy her."

\* \* \*

**P**OLICE DEPT. MEMO: In New York City, a butcher with sons three and five years old is vexed with the local constabulary. His boys, it seems, have runaway six times this year. "Every time the cops find my boys," he protests, "they give them candy and ice cream. It's getting so that's the only thing the boys are interested in—running away and letting the cops feed 'em. Now they come home and boast about it."

\* \* \*

**C**ANDY MIX: Passengers of the New York city transit system last year bought 152,941,429 sticks of gum, 40,318,767, pieces of chocolate, and 398,820 pounds of peanuts, reports the Board of Transportation. In the process they used 217,269,196 pennies. . . . In Hillside, N. J., burglars attempting to crack the safe of the Johnston Chocolate Co. used the wrong kind of torch. When they got through, the safe was welded "tight shut." Police called them amateurs.

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## "How We Envy America and Its Tasty Candies!"

AS THE "READJUSTMENT" period in the nation's economy continues to pose "buyers' market" problems, the rush-rush of today's more exacting business requirements appears to have clouded the fact that, after all, we here in America are still "pretty lucky." A letter that has just come to us from a woman writer in the Channel Islands, which Hitler's troops occupied early in the war, poignantly indicates this.

"In a back number of *Writer's Digest*, dated May, 1948," she writes, "I have been reading your letter 'Sweet Tooth' in which you discuss the need for new ideas for moving candy.

"It amazes me, to say the least, that you people over there need new techniques to sell your candies, when over here we, including the children are rationed to four ounces per week of very inferior stuff to what you manufacture in the U.S.A.

"How we envy you! If one of your candy shops was suddenly dropped overnight onto this little Normandy island, it would be raided by such a host of children that everything in it would be licked clean.

"You might be interested to know that after the war (We were German-occupied for five years) there were thousands of children up to the age of 12 who could not remember ever tasting candy. Also, that when children here were given their first 'Liberation' orange, they did not know what to do with it and, when told to eat it, did so, skin and all, till they were told it should be peeled. The same thing happened with their first banana.

"Chewing gum has just recently come to Jersey, but, of course, candy coupons must be given up for it. Bubble gum is unheard of. For instance, a lady in Oregon recently sent me some for my children, and my young son

took some to school to share with his pals. Can you possibly imagine a dozen boys trying to do with their mouths something they had never done before!

"The whole school was in an uproar. Nothing like it had ever been tasted or seen. We, over here, just cannot grasp the fact that your candy manufacturers and wholesalers have to push their wonderful selection of toothsome sweetmeats.

Since our amazed Channel Island correspondent wrote this letter, the British Ministry of Food has announced candy rationing would end as of April 24 (*as reported in the April issue of THE MANUFACTURING CONFECTIONER*, p. 64—*Ed.*). And even though it is expected that high prices will restrict consumption to 80 percent of prewar levels, the pleasures of candy should once again be more generally known in the United Kingdom. By contrast, the fact that America is blessed with a large available supply of candy should hardly be considered devastatingly disturbing.

After all, as J. L. Gentry, national chairman of the National Food Brokers Ass'n told the recent 44th annual NFBA convention in Chicago, the "buyers' market" cannot be solved merely by "being cussed and discussed. The situation is one that is here and must be faced. It requires real ability in sales and merchandising, he stated.

And as Watson Rogers, NFBA president, told the same convention: "Candy should be a vastly expanding item for food brokers. With our modern food store merchandising, food outlets should be in a position not only to sell a large portion of this (candy) volume, but to increase it tremendously."

## Enterprise, Salesmanship Set Business Pace

WE ARE IN a period of business correction, but it will not spiral into a major recession or major depression, President Stanley C. Allyn, of National Cash Register Co., Dayton, told the recent National Marketing Conference at Columbus, Ohio. Stressing that "competition is keener and 'the customer is more demanding,' and 'expects more for his money,'" Mr. Allyn stated: "What we need is real selling, not just order taking. People can hold off for better quality and lower prices. And they are doing just that."

W. E. Long, vice-president-general manager, of Neal & Hyde, Inc., Syracuse, emphasized the point further: "Modern distribution calls for precision teamwork between manufacturer, wholesaler, and retailer. The full dinner pail calls for full production and to make this work we must have mass distribution, which in turn calls for the biggest selling job in history."

Earl O. Shreve, president of the Chamber of Commerce of the U. S., in turn, also told the 500 executives attending the Columbus marketing conference that the buyer

today is in control of the market and what he wants is not stability "but more and better goods for his money." The days of easy selling are passing, said Mr. Shreve, and consumer buying is ebbing because the most urgent needs have been filled. As long as "the buyer commands the market," he added, "enterprise and salesmanship will set the business pace."

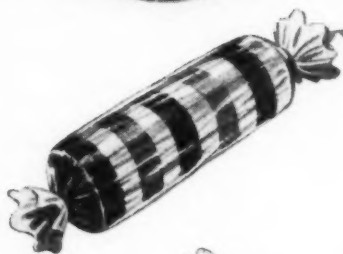
All of which points up remedies suggested by the Associated Industries of Cleveland following a survey of 103 sales managers: (1) Enlarging sales forces and conducting intensive training courses to reeducate salesmen, (2) improving customer service facilities, (3) effecting economies in manufacturing by improved techniques to keep down rising prices, (4) increasing advertising budgets, (5) changing designs of product packaging to effect a greater economy, (6) building competitive spirit among salesmen, (7) broadening lines, (8) exercising more care in the selection of salesmen, and (9) improving distribution methods.





# Taste IS THE TEST OF CANDY

*...and PFIZER CITRIC ACID helps your  
candy's flavor to pass the test!*



● A good display of appetizing candy can sell her the first time. But only delicious taste will keep her coming back for more . . . make her a regular customer.

Here is where Pfizer Citric Acid comes in — an acidulant that consistently and uniformly enhances the flavor of hard candy. Along with other ingredients of known high quality, it can make the all-important difference between a one-time acquaintance of your candy and a friend for life.

In your fruit flavors, Pfizer Citric Acid goes beyond the maintenance of quality. To the sweetness of sugar, it adds a definitely desirable tang, enhancing the fruit flavor. And it is also preferable from the operating standpoint in candy-making since its ready solubility provides uniform dispersion.

## OTHER PFIZER PRODUCTS

which meet your most exacting candy-making requirements for purity and uniformity are Tartaric Acid, Cream of Tartar, and Sodium Citrate. For details: Chas. Pfizer & Co., Inc., 630 Flushing Ave., Brooklyn 6, N. Y.; 211 E. North Water St., Chicago 11, Ill.; 605 Third St., San Francisco 7, Calif.

# PFIZER



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